

LIFE

A COLORFUL
INAUGURATION



20 CENTS

FEBRUARY 2, 1953



Arrow Gabanaro gives you smoother fit, greater comfort. Wear the collar open, or...



wear it closed—with or without a tie. Comes in your exact collar size and...



your exact sleeve length. Now "Sanforset" for permanent fit... longer wear.

This is Gabanaro in the new tropic yellow shade.

Arrow tailoring makes Gabanaro the worlds best fitting sports shirt !

GABANARO really fits because this superb sports shirt comes in your *exact* collar size, your *exact* sleeve length!

And it gives you *permanent* fit because Gabanaro is now "Sanforset"-labeled (and that means *longer wear*, too). Gabanaro is

tailored of rich, WASHABLE rayon gabardine.

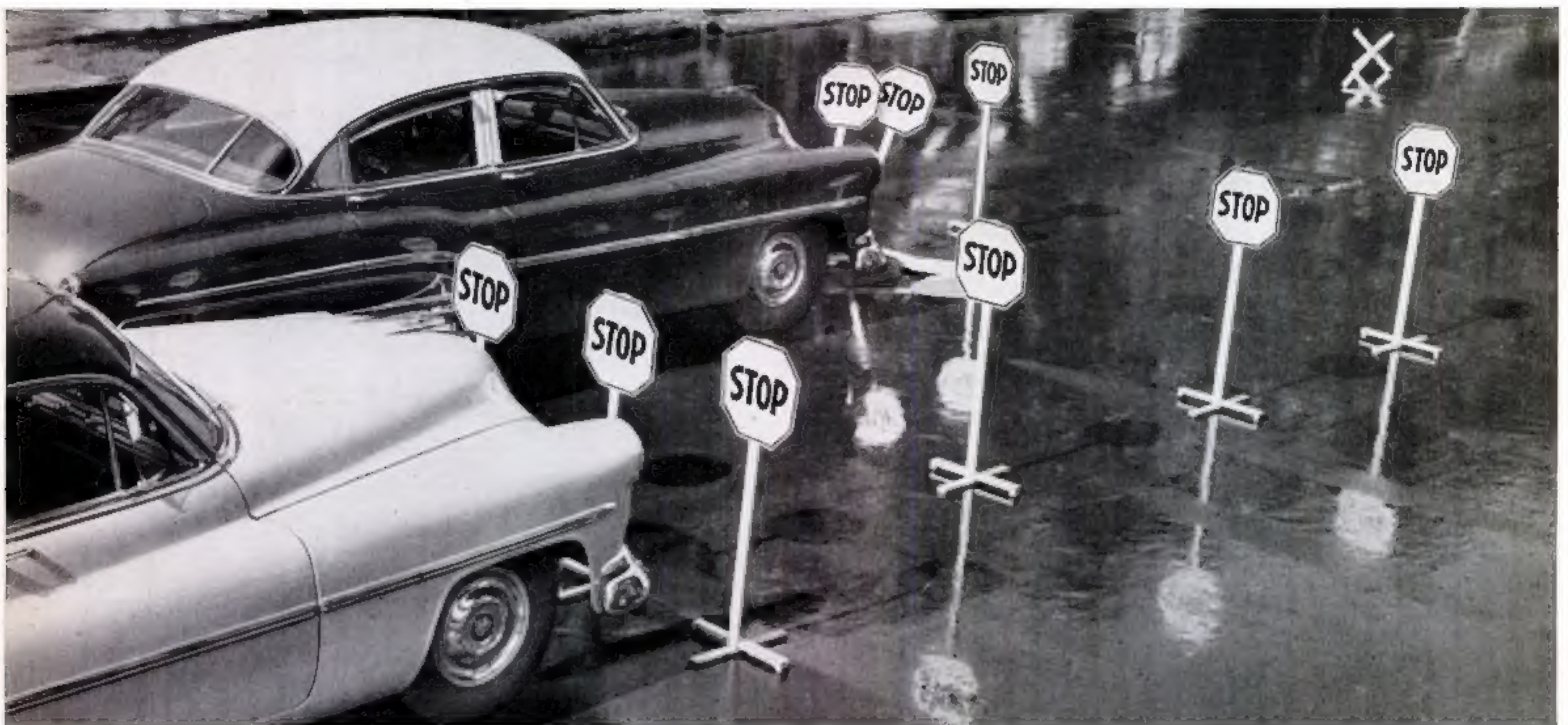
It features the *Arafold Collar* for more comfort, new smartness... worn with or without a tie. Wide choice of colors. Price \$6.50. See Gabanaro at your Arrow dealer's.
Cluett, Peabody & Co., Inc.

Now SANFORSET for permanent fit—longer wear

GABANARO
...another smartly
styled
ARROW
SPORTS SHIRT

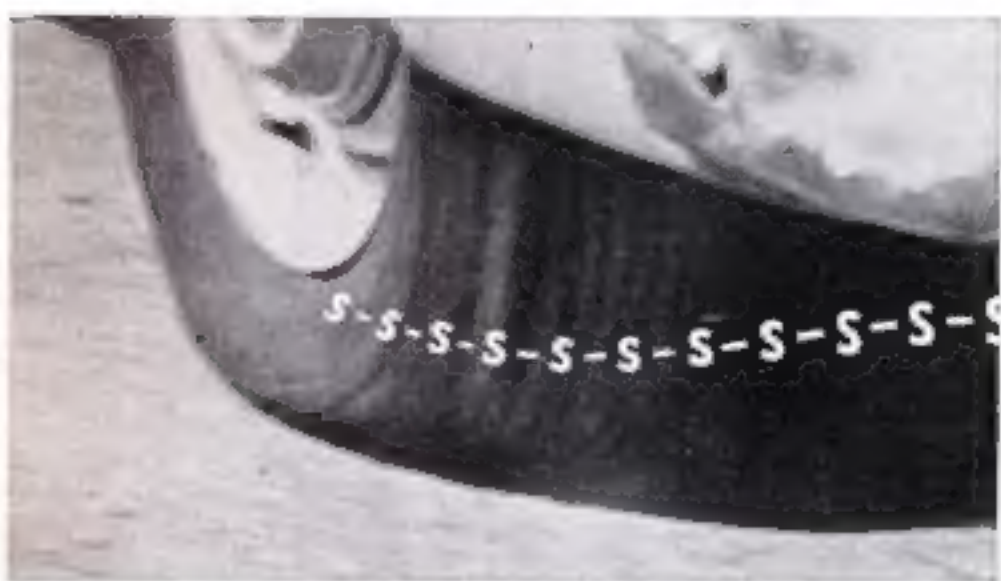
B.F. Goodrich Tubeless Tire

gives blowout and puncture protection so revolutionary it's patented; defies skids too!



WITH BRAKES APPLIED AT THE SAME INSTANT, car in foreground, equipped with "Life-Saver" Tubeless Tires, stops a car length sooner than dark car on regular tires, in test at 30 MPH on wet pavement. The "Life-Saver" has a new kind of tread with over 10,000 tiny, flexible grip-blocks—16 to the inch—that grip like a caterpillar tread to

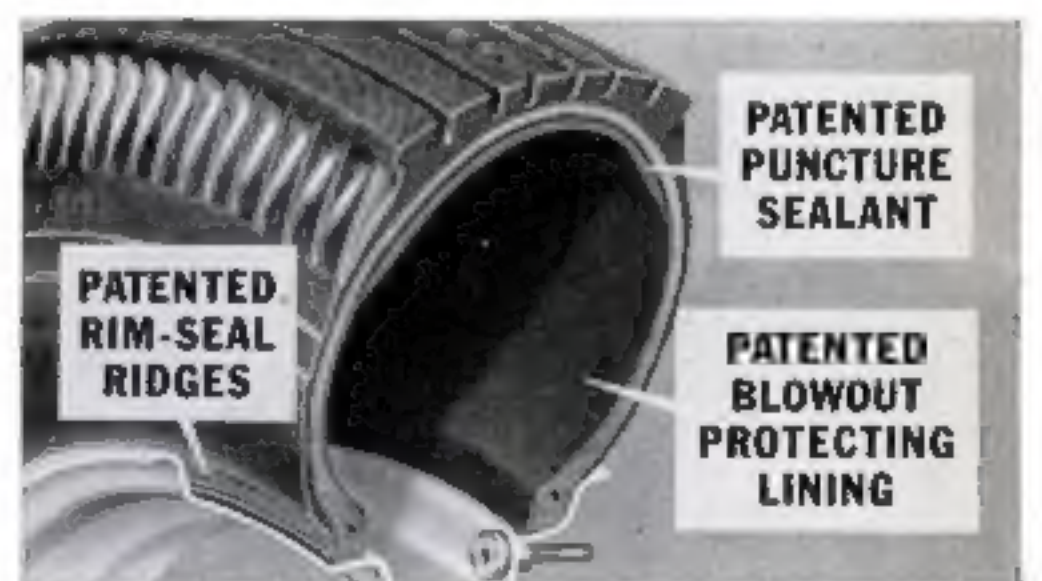
stop you quick, start you fast. It stops up to 20% quicker in rain than regular tires, up to 15% quicker on snow and up to 30% quicker on ice. Pulling power is up to 40% greater in rain, up to 25% greater on snow, up to 114% greater on ice. Because the grip-blocks have a "walking" action that reduces scuffing, average mileage is 10% to 15% greater.



BECAUSE THERE'S NO TUBE to be pinched by a bruise-break in the tire wall, the "Life-Saver" changes blowouts to safe s-s-s-slowouts! In case of damage, air is squeezed out slowly, instead of all at once, through a special lining that takes the place of an inner tube. You have time to stop safely.



EVEN WHEN DRIVEN OVER SPIKES like these, the BFG "Life-Saver" Tubeless Tire loses no air. A gummy compound under the tread seals around puncturing objects, permanently plugs the hole when object is removed. You can pick up nails and drive on as if nothing had happened.



PATENTS COVERING BASIC features of Tubeless Tires have been issued to B. F. Goodrich by the U. S. Patent Office. See your BFG retailer *now* for the tire that *may* save your life, *can* save you trouble, *will* save you money. Look for his address in the phone book Yellow Pages. The B. F. Goodrich Company, Akron, Ohio.

The tire that earned its name LIFE-SAVER®



Tune in "BURNS and ALLEN"
CBS-TV Thursday 8:00 PM EST

It needn't



BE LITHE, LOVELY! (Left) In a LeGant that gives its all for a smooth sleek line! In pucker-proof power net and shapely rayon satin elastics. Two-and-a-half inch high waist to lure you in. White, #813... \$12.50.

Warner's bra with French-stitched cups, #2076... \$2.25.

THE LIVING'S EASY (Right)—You're so divinely flexible in this all-elastic LeGant with a three-inch Sta-Up-Top. Rayon satin elastic to smooth the front and back, porous Leno sides. Pink, white, #640... \$18.50.

Warner's light, lovely A'Lure elastic bra, #1045... \$3.95.

cost you comfort to look a pretty penny!

*Warner's Le Gant gentles you into the
line of your life!*

Small comfort, dear—to look like a sylph and suffer for it! And so unnecessary when you can live a line of ease in Warner's LeGant. Even in the slimmest fashion, there's no guesswork about your curves—LeGant frees you to be your most charming self!

Light as a whim but so carefully plotted! For years, Warner's has had the most beautiful designs on

you... cloud-soft elastics, custom fabrics, the IN-triguing Sta-Up-Top that never leaves you breathless.

Of all these little comforts, we've cherished our loveliest for the LeGants! One look at them and you'll see... your *prettying penny* couldn't be better spent... to make you feel just as priceless as you look! Available at the nicest stores... both here and in Canada.



FREEDOM FOR EVERYONE! (Above) Everyone loves this LeGant smoothie with a young-minded two-inch Sta-Up-Top that never leaves your waist. Airy Leno elastic with soothing rayon satin elastic. Pink, white or black. #898-899... \$15.00.

Warner's wired strapless, the cups topped with nylon. #2059... \$3.50.

WARNER'S®

Bras · Girdles · Corselettes

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WORLD FAMOUS FOR LE GANT® • A LURE® • WARNERETTE® • FREE-LIFT®
STA-UP-TOP® • REG. U. S. PAT. OFF.

This One



CKQD-NU2-3THD

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Sky Chief PACKS PUNCH!



Volatane Control makes the difference.

And Volatane Control means that volatility and octane in Sky Chief are scientifically controlled. Sky Chief volatility puts maximum "hurry" in your starts and warm-up periods . . . while controlled octane gives you extra power to level the hills without knock or ping. Fill up with punch-packing Sky Chief today at your Texaco Dealer—the best friend your car ever had.

... and don't forget the best motor oil money can buy.



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TUNE IN: Tuesday nights on television, the Texaco Star Theater starring MILTON BERLE . . . Metropolitan Opera radio broadcasts Saturday afternoons. See newspaper for time and station.

THE Distinguished De Soto

for 1953 with Power Steering, Power Braking, No-Shift Driving
and World's Most Powerful Engine Design!



This distinguished De Soto is a dramatic new concept in engineering and design! It's a longer car. It's lower. It's lovelier in every line. And its extraordinary performance is more than a match for its beauty.

Here is Full Power Steering that works *all* the time, that gives new control on the highway and makes parking as easy as dialing a telephone.

Here is De Soto Power Braking for safer stops, with *half* the foot pressure.

Here is No-Shift Driving at its best. Famous chair-high seating. The luxury of huge, sweeping arcs of curved glass that mean a safer, better view.



And here is the revolutionary 160 h.p. Fire Dome V-8 (*the world's most powerful engine design!*) and the brilliantly responsive and economical Powermaster Six.

This new De Soto is *your* car—if you're ready to take a great step forward in motoring. Just put it through its paces. You won't settle for anything less!

De Soto Division, Chrysler Corporation

See De Soto's new, distinctive styling! New, longer, swept-back fenders! And a big new trunk that holds 44% more.

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THE 160 H.P. FIREDOME V-8 and THE POWERMASTER 6



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LETTERS TO THE EDITORS

ARCHTHIEF'S CONFESSION

Sirs:

May I congratulate you for presenting in your last few issues some excellent pieces of writing: Hemingway's novel, the Sherlock Holmes story, and now the selections from Willie Sutton's autobiography ("Confessions of an Archthief," *LIFE*, Jan. 12).

GUNTHER H. JANSEN

New York, N.Y.

Sirs:

Giving publicity to Willie Sutton seems a perversion of good taste. The concluding moral paragraphs do not make it any more acceptable.

Stressing the details of crime encourages our kids to experience similar thrills. . . .

ALFRED E. RAIA

Miami, Fla.

Sirs:

Please do not run articles on criminals. Crime does not pay. Willie says so most emphatically. Still the glamour comes through.

HILDA WHITE

Grand Rapids, Mich.

Sirs:

Only through frank publication of life stories of men like Willie Sutton will the American people ever become aware of the need for an adequate social program for youth before they go astray.

W. WALLACE LEE JR.

Storrs, Conn.

HOLIDAY IN MAJORCA

Sirs:

Having heard and read just such nonsense as in your article, "New U.S. and European Styles on Beach in Majorca" (*LIFE*, Jan. 12), my husband and I visited Majorca last September.

We stayed at a first-class hotel which cost \$15 a day with meals, not \$6. The beds were stuffed with straw. The polite word for the plumbing was "primitive." It was impossible to get anything to eat but the vilest coffee and the inevitable roll until afternoon when any American stomach had long since rebelled. . . . The temperature was 90° in the shade. Maybe that's "balmy" but Californians have higher climatic ideals.

Mrs. MICHAEL HUGHES

Malibu, Calif.

Sirs:

As one who has gone to Majorca and been conquered, I wish to confirm your findings.

Last winter our family enjoyed a villa plus maid for \$52 a month. Like all others we expect to return.

JOHN HALL BLACKBURN

Albany, N.Y.

LIVES OF GOOD OTTERS

Sirs:

In "The Good Life of Good Otters" (*LIFE*, Jan. 12) you answered a question that plagued us for years. Are

there really otters on the Liers's farm? We've driven past the Liers's place hundreds of times. Near their home is a sign—"Slow, Otters Crossing." This always brings some quip from passengers, for none had ever seen an otter crossing that highway. Now we know.

GENE SAYRE

La Crosse, Wis.

Sirs:

Those otter pictures were perfect. The greatest pleasure I get from your magazine is in your marvelous pictures of animals.

I. KESPER

Lorain, Ohio

Sirs:

Give us more, more such pictures, please.

RUTH ARMSTRONG

Fort Smith, Ark.

● Here is one more.—ED.



OTTER BALANCES APPLE

Sirs:

Emil Liers and readers who saw his otters will be interested in the wonderful pet otter of Jan Pasek, a 17th Century Polish counterpart of James Boswell.

Pasek's otter was trained like a dog and performed a dog's tricks. At Pasek's order, he could catch fish from ponds and streams. He was called Robak (Worm) and became famous all over Poland. He was housebroken and slept in his master's bed. Acting as a watchdog, he fought strange dogs and would not allow a stranger to touch Pasek. When King John Sobieski heard of the wonder animal, Pasek was induced to give him to the king. Unfortunately, a soldier at the royal castle killed Robak, not knowing he was the king's pet.

ALEXANDER JANTA

Buffalo, N.Y.

HOT-SHOT JOCKEY

Sirs:

I thought you would like to know Tony DeSpirito is really only 17 years old ("Fortune Smiles on Hot-Shot Tony DeSpirito," *LIFE*, Jan. 12). This means most of his 390 victories were piled up while he was only 16.

ROBERT DENAPOLI

Mount Prospect, Ill.

● Tony DeSpirito, who had given his age as 18, recently revealed he is 17 to clarify his draft status. Like many apprentices he added a year to his real age to help convince horse owners that he could ride.—ED.

SWEDISH HEARTTHROB

Sirs:

As a small child my parents taught me that success in life comes through hard work, not a pleasing smile and gentle face. Your profile picture of the new "Heart-throb for the Swedes" (*LIFE*, Jan. 12) seems to prove my parents' point.

ARTHUR S. NICHOLS

Meeteetse, Wyo.

GREETING CARD GLUT

Sirs:

George Englehardt who is being swamped with Christmas cards (*LIFE* on the Newsfronts of the World, Jan. 12) and your readers may be interested to know that the Rev. Peter Caironi, S.J., Cherukunnu P.O., North Malabar, India remakes and sells used Christmas cards to buy rice for the untouchables.

JOHN J. KELLEHER

New Orleans, La.

Sirs:

For years the Rev. Joseph Savage, 995 Main Street, Antioch, Ill., has had an unlimited demand for used greeting cards, which he ships to schools for American Indians and missions and hospitals around the world.

JOSEPH GLUNZ

Chicago, Ill.

ARGENTINE QUINTS

Sirs:

The Diligenti quintuplets ("Argentine Quintuplets Make First Public Appearance," *LIFE*, Jan. 12), being of both sexes and no two looking very much alike, must be fraternal (each from a separate ovum). Can you confirm my guess?

WYAT WETHERLEY

Greensboro, N.C.

● Buenos Aires doctors believe the children came from five separate ova.—ED.

Sirs:

Your report on the Diligenti quints and your story on Chang-Eng, the Siamese twins, are valuable and permanent contributions to literature on plural births.

It is rare for quintuplets to survive after birth. Of six cases recorded in the U.S., no complete set has survived. But the U.S. can claim a case of sextuplets. This occurred in the fabulous Bushnell family, to whom 16 children were born, never less than three at a time. The Bushnells had triplets in 1865, sextuplets in 1866, then triplets and quadruplets. Four sextuplets lived to old age. The last, Mrs. Alincia Parker (shown with her brother below), died in March 1952.

JOHN B. NICHOLS, M.D.

Washington, D.C.



SURVIVING SEXTUPLETS

LIFE IN BOTTLE

Sirs:

The bottle has often helped to degrade man. Now we see a man actually becoming the inmate of a bottle (*Speaking of Pictures*, *LIFE*, Jan. 12). Let us not encourage such dubious projects.

Mrs. T. P. HEPWORTH

Larchmont, N.Y.

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SNOOZING SENATOR TAKES SOME NEEDED REPOSE



BLUE-JEANED ANTONY (Marlon Brando) examines rehearsal dummy. Gagster captioned statue.

← A DUMMY OF CAESAR HANGS IN A PROP CLOSET



ON A CHAIR IN THE SENATE HOUSE NEXT TO MOPS WHICH WERE USED FOR CLEANING MARBLE FLOOR



SNOOZING CAESAR RESTS UNDER THE CAMERAS

SPEAKING OF PICTURES...

...These show noblest Romans incongruously getting ready to film 'Julius Caesar'

"All right, kids," the assistant director would cry, "it's hot, it's Rome and here comes Caesar." Caesar was Louis Calhern and day after day he had to lie lifeless at the foot of Pompey's statue while Mark Antony made his funeral oration. Sometimes a dummy (left) was put in his place while the cameraman figured out his angles; but Calhern preferred to be his own corpse and rose from the dead after one take to say, "Let's do that one again—I wasn't very good." Noble Romans might meanwhile be taking cat

naps in the Forum while burly grips arranged a corpse-strewn battlefield. It is part of standard operating procedure when a costume film is being shot on a Hollywood set; it was the more fascinating in this case because the film was an all-star version of Shakespeare's *Julius Caesar*. Photographer John Swope was allowed on the M-G-M set during production of the picture, and, as seen here, took full advantage of the chance to document the incongruities of noble Romans preparing for a tragedy in Hollywood.



STABBING of Caesar in pin stripes is done by Edmond O'Brien. John Gielgud (right) is Cassius.



NONSTAINING BLOOD, a special chemical invented in Hollywood, is applied to Caesar's toga.

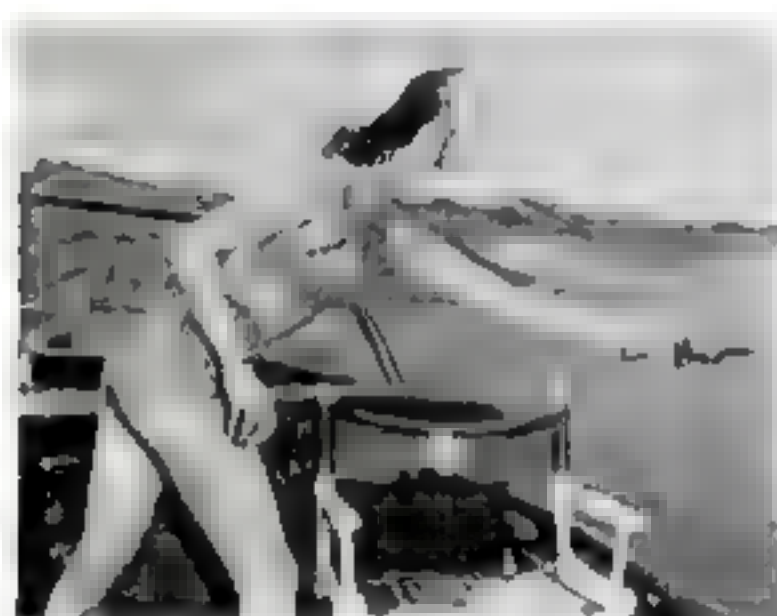


STUFFED HORSE is carried into position to be strewn, along with other corpses, on the battlefield.

Too Fat?

here's
an easy
way to
reduce

— Says Barbara Hale



Lovely Barbara Hale enjoying a fishing trip on Lake Mead. Says Barbara, "Ayds has really helped me to keep my figure trim."



Barbara relaxes in the pool of her Hollywood home. "Many of my friends have got the same wonderful results with Ayds," says Barbara.

No Drugs... No Diet... Results Guaranteed! Excess weight may ruin your health and your looks, too. Lovely movie stars lose weight the Ayds way—why not you? In fact, you must lose pounds with the very first box (\$2.98) or your money back!

Proved by Clinical Tests. With Ayds you lose weight the way Nature intended you to—without dieting or hunger. A quick natural way, clinically tested and approved by doctors, with no risk to health. With the Ayds Plan you should feel healthier, look better while reducing—have a lovelier figure.

Controls Hunger and Over-eating. When you take Ayds before meals, as directed, you can eat the foods you like. No starvation dieting—no gnawing hunger pangs. Ayds is a specially made, low calorie candy fortified with health-giving vitamins and minerals. Ayds curbs your appetite—you automatically eat less—lose weight naturally, safely, quickly. Ayds is guaranteed pure. Contains no drugs or laxatives.

New Loveliness in a Few Weeks. Users report losing up to ten pounds with the very first box. Others say they have lost twenty to thirty pounds with the Ayds Plan.



SLIM THE WAY THE STARS SLIM

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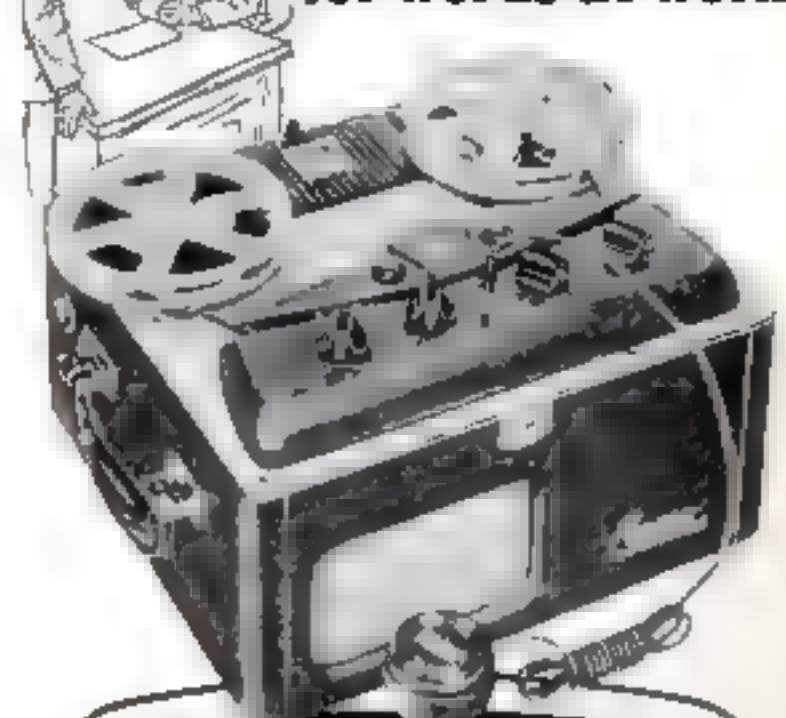
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131 L29 Howell St., Dallas, Texas

NEW SWEETHEART of the CORN

Have you met our new Sweetheart face to face?

You'll be seeing her on your grocer's cereal shelves, smiling an invitation for you to join the millions who enjoy Kellogg's Corn Flakes for breakfast.

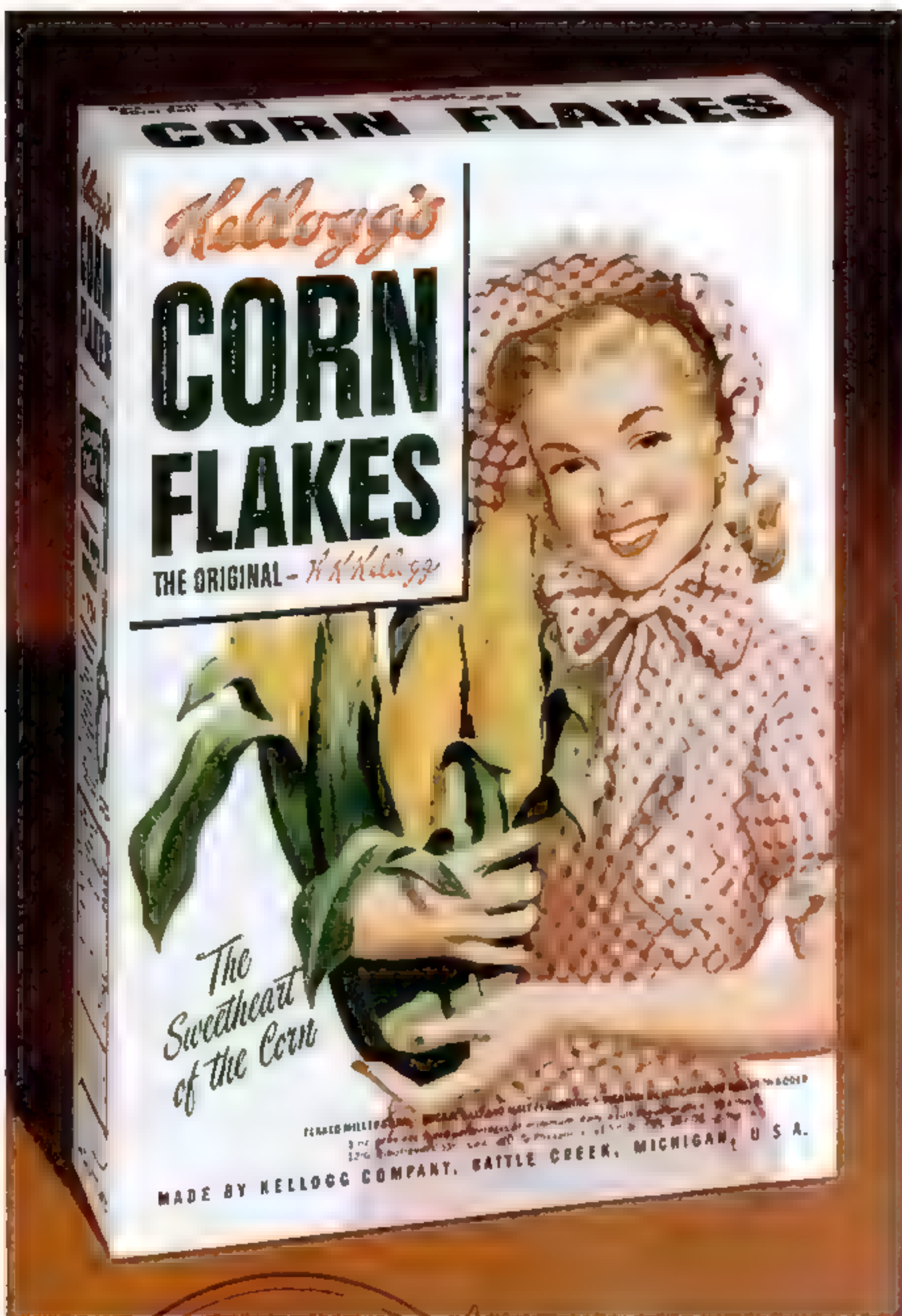
But if you have a feeling that you've already met this young lady sometime in the past, don't think your memory is playing tricks. For Kellogg's new Sweetheart is a direct descendent of Kellogg's original Sweetheart. Today, as then, she symbolizes the goodness in the heart of the corn.

Like that original Kellogg's Sweetheart, this one is also destined to play the dual role of globe trotter and homebody. For Kellogg's Corn Flakes are—today as yesterday—the world's favorite ready-to-eat cereal. They will be found in London's Piccadilly and the African veldt, as well as in most of the homes in your own block.

We hope Kellogg's Sweetheart becomes a familiar friend in your home, and that you frequently accept her invitation to enjoy the crisp, crisp flakes with the deep, deep flavor. You'll find it the same can't-be-copied flavor that has distinguished Kellogg's Corn Flakes ever since W. K. Kellogg created his still secret recipe. And a happy breakfast to you!



Kellogg's original Sweetheart of the Corn, who used to greet grandpa at breakfast when he was a boy.



Kellogg's new Sweetheart of the Corn, now appearing on Corn Flakes packages.



To keep up with the nation's growing breakfast appetite not only Kellogg's home plant at Battle Creek, but also a brand new plant at San Leandro, California, is now working around the clock to turn out those fresh Kellogg's Corn Flakes.



You tour the World... the **BEAUTY WORLD**
in just a few steps around
WOOLWORTH'S
cosmetic counters... says **SUSAN SMART**[†]



I hate to miss beauty aids that could help me look lovelier. That's why I shop Woolworth's. Just once around the counter and I've seen every type of beauty aid imaginable from . . . well, timely cosmetics that keep me glamorous whatever the weather to the newest in powder puffs. At Woolworth's I find the best-loved brands . . . in every size from small trial ones to big money-saving economy sizes. It's so complete . . . so varied . . . no wonder I call it my Beauty World! Come with me and see . . .

- A. There's PACQUINS HAND CREAM on the counter to remind me I need Pacquins' soothing *protecting* care. Purple label for normal skin . . . red for extra-dry. 25c, 49c, 98c*
- B. Again, Helene Curtis SUAVE. When winds blow, where would I be without it! Just a touch of Suave gives hair a *soft* cared-for look all day. Curtisol does it. 50c, \$1*
- C. Love the way Woolworth's groups hair aids, I want NOREEN SUPER COLOR RINSE. Noreen blends glamour into hair! You brighten, darken, change at will. It shampoos out! 30c*
- D. Speaking of shampoos, have you tried WHITE RAIN? It's like washing hair in softest rainwater. This new gentle *lotion* shampoo pampers hair . . . leaves it cloud-soft, sunshine bright! 30c, 60c, \$1
- E. This is new! TONI TRIO gives you a home permanent custom-made for you for a far better wave. Regular for normal, Super for hard-to-wave and Very Gentle for easy-to-wave hair. Refills \$1.50*
- F. Thrills me to find toiletries worth up to 59c in Woolworth's close-out assortment. Lotions, toilet waters, creams, powders, many wonderful items from divisions of LANDER CO. all priced at 19c* ea.
- G. With HAZEL BISHOP No Smear Lipstick on your dressing table, you seldom need carry one. Once on, it stays fresh, lovely through dining, drinking, romance. \$1.10*
- H. For a lastingly fresh mouth, here's PEPSODENT TOOTHPASTE . . . White or the new Chlorophyll. Patented Oral Detergent brings a clean mouth taste for hours. White 10c, 27c, 47c, 63c, Chlorophyll 43c, 69c
- J. Mustn't forget HEED DEODORANT to protect my warm clothes . . . and me. Heed's super-line spray really covers . . . checks perspiration safely, surely, daintily. 25c, 39c, 59c*
- K. While I'm on daintiness, I'll pick up FRESHIES MINTS. Protect against food, drink, smoking odors. Nature's deodorant, chlorophyll, sweetens my breath in seconds. 10c
- L. Have you tried LADY ESTHER's 1-minute home facial? Do! Buy 4-Purpose Cream at Woolworth's. It cleanses, softens, helps nature refine pores. Grand as a powder base. 29c, 55c, 83c*
- M. I keep my finger on fashion with Woolworth's HELEN NEUSHAEFER shades. Doubly pretty because exclusive Plasteen keeps nails jewel-clear . . . resists chipping. 10c*



Stop Woolworth's First For Everything In Cosmetics

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COLOR IN ART AND A UNIQUE COVER

It is theoretically possible to bring you a whole issue of LIFE in color, but it would involve many sacrifices that are not immediately apparent. Our many readers who take color pictures could tell you something about that. The amount of color we publish is limited by the additional time, expense and skills which it demands. Many subjects fortunately can be presented just as well or better in black and white—like the knockout blow of a prizefighter, the mood of a misty evening or the flick of a maiden's smile.

There are subjects, however, which cry for color. Fancy trying to display the charm of an Arlene Dahl (LIFE, July 7, 1952) without noting the exact shade of her Titian hair, or seeking in monotone the autumnal splendors of a forest scene where every leaf seems to grasp briefly a different hue.

When it came to doing our story on the great French artist Rouault, we knew last summer that a big U.S. show was to be held this month so we made an assignment for color photographs of the artist and his work. Then we gave the craftsmen in the engraving and printing plants weeks in which to get all the nuances into final reproductions.

Most of LIFE's major color presentations are like that. Their value is so enduring that it is worth the

extra time we take to produce them. But we also realize that color sometimes adds interest to topical subjects, too. Our production department has devised a method by which we can give you a limited amount of color on a much faster schedule. For instance, we knew that most of our readers would be interested in the sporty hues of this year's new sports cars. So, a few weeks ago, as soon as the manufacturers let us see their jealously guarded new models, we took the pictures on page 38.

Then, as the inauguration neared, we felt that LIFE's readers couldn't really get the full impact of the event without use of color photography. The extensive black and white coverage on pages 14-23 was a matter of normal editorial operations. But it took performance which set a record in speed and quality to produce color.

The pictures were shot Tuesday afternoon. A special crew of technicians rushed them through our Washington laboratory and at 10:30 p.m. Frank Scherschel's photo of the inaugural stands was chosen as the cover. A courier caught an 11:30 p.m. plane and by 3 a.m. engravers in Chicago started work. A proof was back in the New York offices early Thursday and by midnight Thursday the presses were rolling off the more than 5,300,000 covers for the issue you are now reading.



GEORGES ROUAULT
IN PARIS



FRANK SCHERSCHEL
AT INAUGURATION

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7—WALLACE KIRKLAND—INT
8—JOHN SWOFF
13—ERIC C. SCHALL, ALFRED EISENSTADT
14—MARK KAUFFMAN
15—GEORGE SKADDING
16—HOWARD SOCHUREK, HANK WALKER, CORNELL
CAPA—CORNELL CAPA—GEORGE GRIMAND, CARL
IWASAKI, JOHN ZIMMERMAN
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DING
18, 19—FRANK SCHERSCHEL, EXC. BOY, LT. HOWARD

20, 21—LT. HOWARD SOCHUREK—HANK WALKER—
HOWARD SOCHUREK, EXC. FRANK SCHERSCHEL—
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27—COURTESY AMERICAN HEREFORD ASSOCIATION
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30—PARKE, DAVIS & CO., U.S. ARMY PHOTO, A.P.
35—EDWARD CLARK, BEN OLENDER FROM PASADENA STAR-
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36—EDWARD CLARK
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tom) and line by line (lines separated by dashes) unless otherwise specified.

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NEWMAN
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66—T. COURTESY 'LE POINT'
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76—JAMES A. ENGLISH
81—DRAWING BY JAMES LEWICKI
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104—JOHN C. WINTER

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT
T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; INT., INTERNATIONAL, THE ASSOCI-

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IN NEW HOME at 1600 Pennsylvania Avenue in Washington, the President and Mamie wave to friends before officially entering the White House.



IT COULDN'T HAVE HAPPENED

On the threshold of power, at the doorstep of the White House, President Dwight D. Eisenhower paused with Mamie on inauguration night to wave. The next day in Independence, Mo., Harry S. Truman, Bess beside him, waited a moment to wave before stepping over the threshold into retirement. So simple that they seemed no more than commonplace, these actions marked an event so extraordinary that it could scarcely have happened anywhere else in the world. All through the ages mankind's greatest problem

has been the transmission of power—whether it be from savage chieftain to chief, faction to faction, or in the succession of anointed kings and emperors. Too often, as history's bloodiest pages attest, it has been accomplished by assassination, revolution, bribery, terror and torture.

Last week the transmission of the greatest responsible power in history was accomplished peacefully and in a way unique in the annals of the republic. No inauguration had ever been witnessed by so mighty an audience



IN OLD HOME on Truman Road, Independence, Mo., the ex-President and his wife Bess pause on the front porch. "It's good to be home," said Truman.

ANYPLACE ELSE IN THE WORLD

—literally half the nation, through television, saw Dwight D. Eisenhower swear to protect and defend the Constitution. The capital itself had seldom seen such a jubilee. The event was celebrated in the afternoon by the greatest parade ever to pass before a president and in the evening by two great formal balls which were so crowded that even on the floor of the city's big armory men and women could scarcely move.

Impressed and delighted by all the glitter and the glamour, all Americans

would more gratefully remember the prayerful moment in which one regime ended and another began. The stark and homely inaugural ceremony, in the shadow of the great dome of the Capitol, invoked a mood expressed by the new President as he began his address: "We are summoned . . . to witness more than the act of one citizen swearing his oath of service in the presence of God. We are called as a people to give testimony in the sight of the world to our faith that the future shall belong to the free."

SOME HIJINKS FROM WESTERNERS

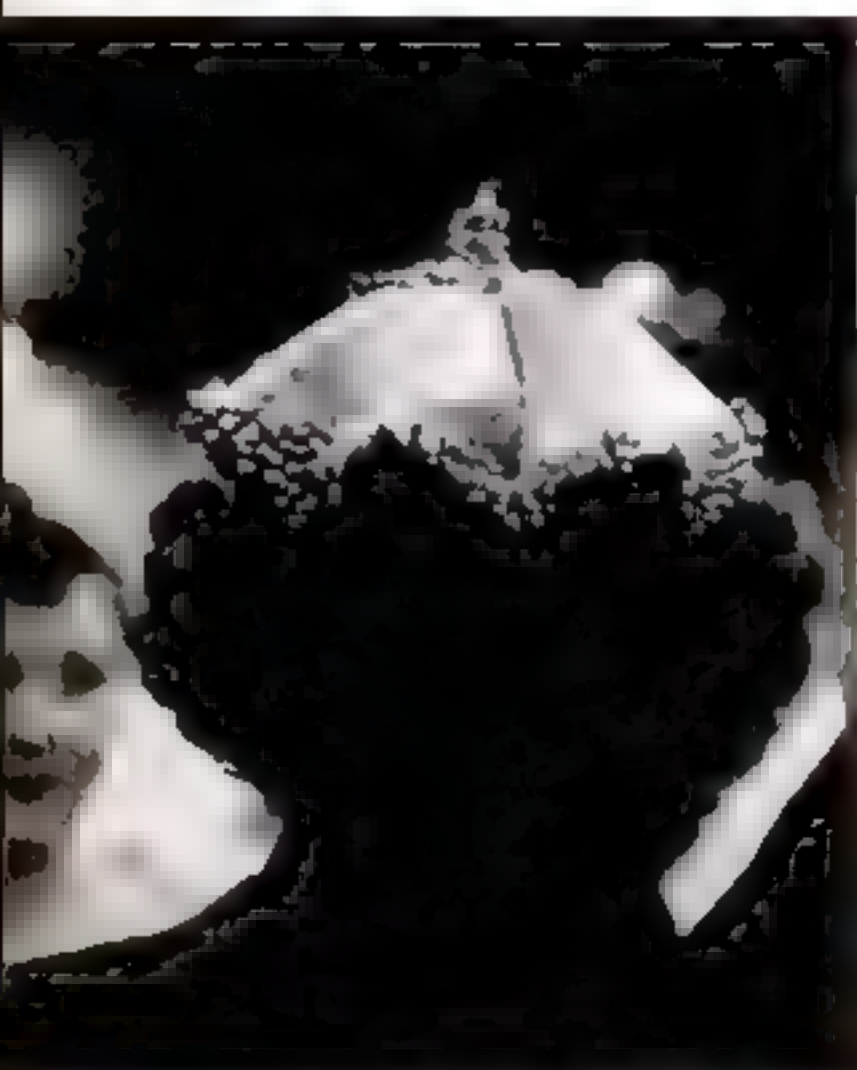


WARM-UP FOR BIG SHOW began in Kansas City for a trainload of Ike's friends from Abilene who tootled in the station. It continued in Washington

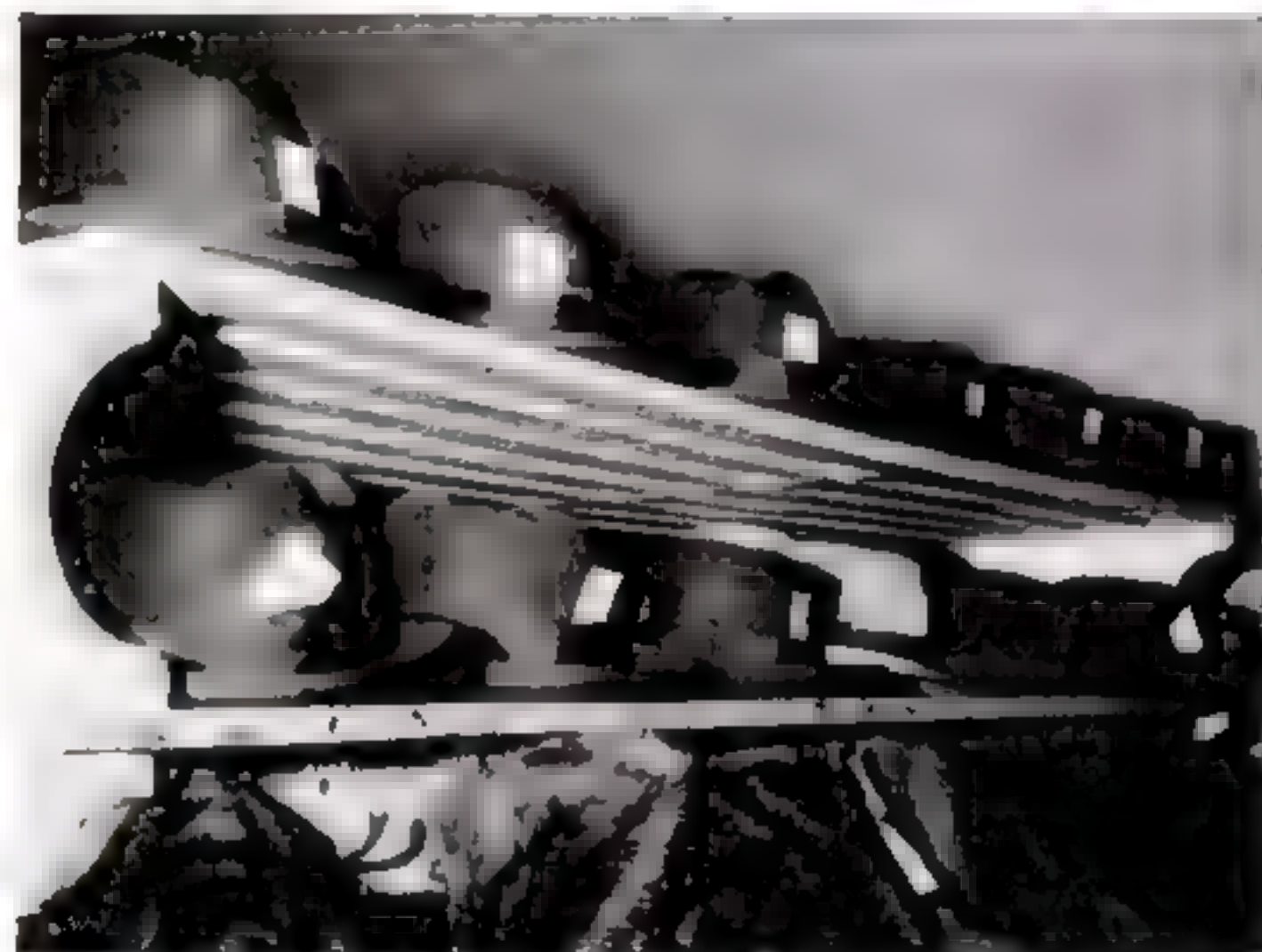


where Texas rangerettes practiced in rail yards, where "Pullman cities" housed 10,000 visitors. At one party it seemed like a good idea to bring in a horse.

HEADGEAR FOR THE OCCASION



NEW STYLE TRENDS showed up on heels and in tracks. Ladies wore everything from heels to boaters. But men—who usually would have had to wear



toppers, lined up almost universally with Ike's choice of a Homburg. This caused such a run on Homburgs that many Washington hat stores were soon sold out.

NATIONAL RUSH FOR THE TV SET



NATIONWIDE AUDIENCE watched on TV from coast to coast—the networks put the potential number at 75 million people. In Vermont (left) the State



Assembly took time out to watch the screens, in Denver, as everywhere, school kids got a history lesson, and soldiers (as at Fort McPherson) got some time off.

THE WAIT FOR THE BIG MOMENT



TWO EX-PRESIDENTS, Harry Truman and Herbert Hoover, stand as Marine band ruffles and flourishes announce arrival of President-elect Eisenhower

on platform. At this moment, just after 12 o'clock, the U.S. had no president. Truman's term expired at noon and Eisenhower was not sworn in until 12:32.

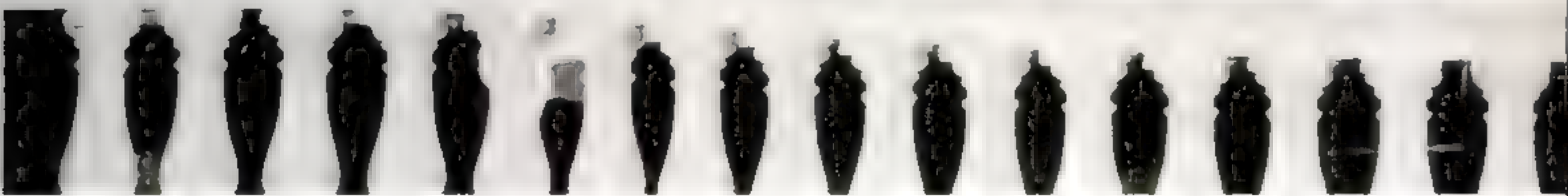


DURING PRAYER just before swearing-in, Korean veterans from Walter Reed Hospital bow heads.



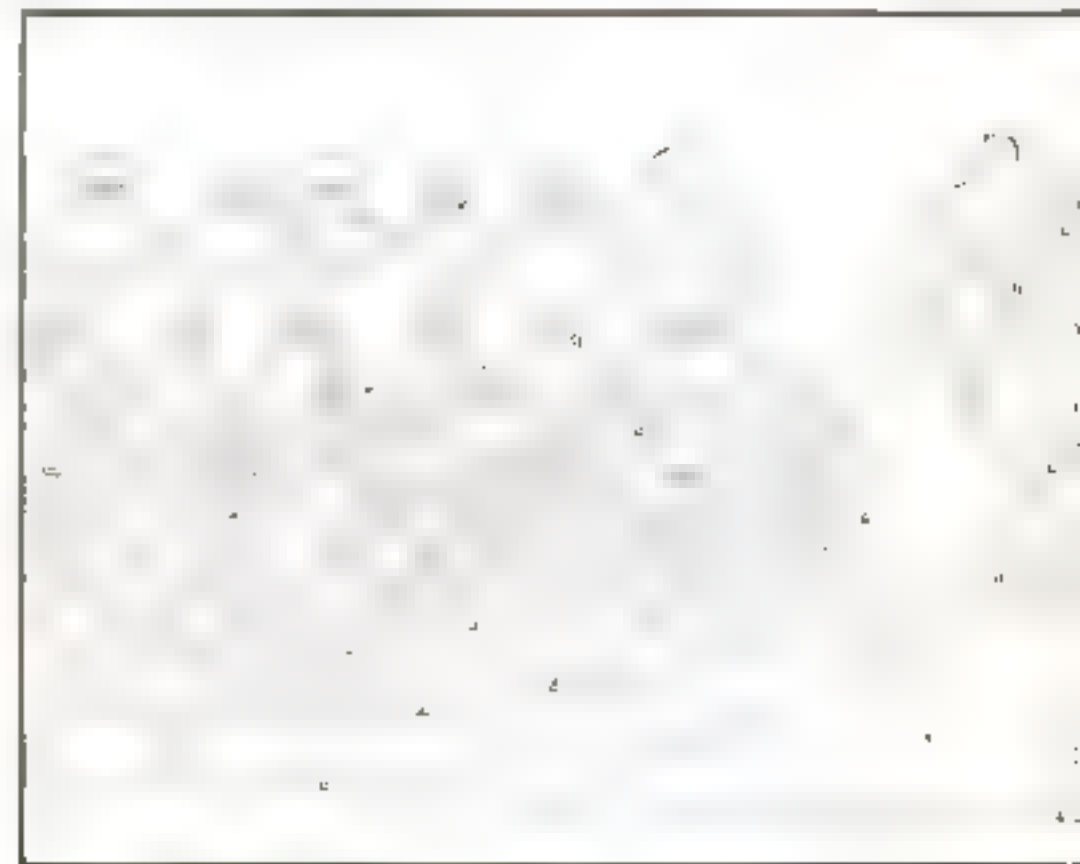
TAKING OATH, Eisenhower raises right hand and repeats the solemn words after Chief Justice

Warren. In background is stand from which TV and other cameras photographed the speech (next page).

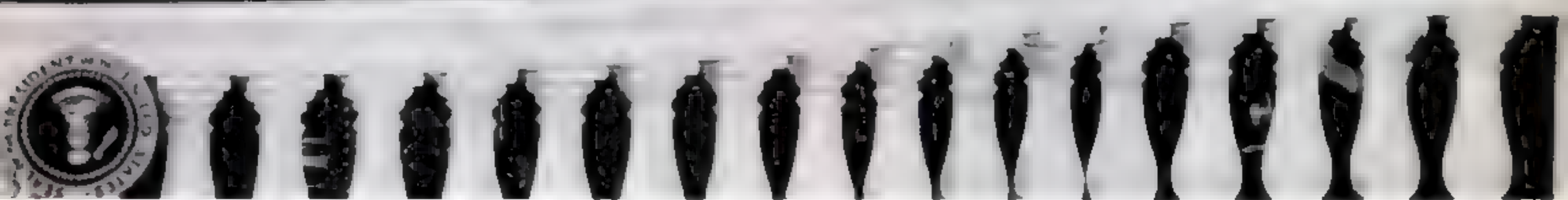


GATHERING OF CELEBRITIES hears Eisenhower make inaugural address. The people in the photograph above can be identified by comparing their positions with the numbers in the outline drawing below. 1—Mrs. Truman, 2—Mrs. Nixon, 3—Mrs. Eisenhower, 4—Forest Harness, Sergeant at Arms of Senate, 5—Mr. Truman, 6—Mrs. John Eisenhower, 7—Mrs. Joel Carlson, 8—Joel Carlson, Mrs. Eisenhower's uncle, 9—Major John Eisenhower, 10—Mrs. Milton Eisenhower, 11—Clare Boothe Luce, 12—Milton Eisenhower, 13—Joseph M. Dodge, Budget Director, 14—William Castle Jr., Under-Secretary of State under Hoover, 15—Mrs. Herman Welker, wife of Idaho Senator, 16—Herbert Hoover, 17—Mrs. Styles Bridges, Senator's wife, 18—Sherman Adams, Assistant to the President, 19—George Hart Jr., Assistant to Chairman of Inaugural Committee, 20—Wesley Roberts, Chairman of Republican National Committee, 21—Harold Stassen, Director of MSA, 22—Mrs. Joseph McGarraghy, 23—Mrs. E. L. McGonigal, guest of the Senate, 24—Oveta Culp Holliv, FSA Administrator, 25—Joseph McGarraghy, Chairman of the Inaugural Committee, 26—Mrs. Kennedy G. Hoge Jr., wife of a naval officer, 27—Governor Earl Warren, Cal., 28—Mrs. Mark Trice, 29—Governor Paul Patterson, Ore., 30—Henry Cabot Lodge, Chief Delegate to the U.N., 31—Rep. Willard Mills, Ark., 32—General J. Lawton Collins, Chief of Staff, U.S. Army, 33—Governor Dan Thornton, Colo.,

34—Governor John F. Peck, 35—Governor Frank La Follette, 36—Vernon William Fichteler, Chief of Naval Operations, 37—Governor Edward F. Arn, 38—Vice Admiral Milton O. Smith, Commandant of U.S. Coast Guard, 39—General Omar N. Bradley, Chairman of Joint Chiefs of Staff, 40—General Burton M. Cross, Major, 41—William F. Russell, Secretary of Arms, 42—Lyle O. Snader, Clerk of the House, 43—The President, 44—Thomas F. Stephens, Temporary Counsel to the President, 45—A. C. Clegg, Assistant Secretary of War, 46—Justice Hugo Black, 47—Dwight D. Eisenhower, 48—The Vice-President, 49—Mark Trice, Secretary of Senate, 50—Eugene C. Kelly, singer, 51—Justice Felix Frankfurter, 52—Harold W. Lev, Deputy Department Clerk, U.S. Supreme Court, 53—Chief Justice Fred Vinson, 54—Seneca William Knowland, Calif., 55—Senator Stetson, Bureau of National Affairs, 56—Speaker Joseph Martin Jr., Massachusetts, 57—Mrs. Frank Noy, mother of the Vice President, 58—José Félix de Lequerica, Spanish Ambassador, 59—Raphaél de la Colina, Mexican Ambassador, 60—Wilhelm Munthe, Jr., Norwegian Ambassador, 61—George M. Humphrey, Secretary of the Treasury, 62—Justice Stanley Reed, 63—Charles E. Wilson, Secretary-designate of Defense, 64—Baron Stenroos, British Ambassador, 65—Herbert Brown,

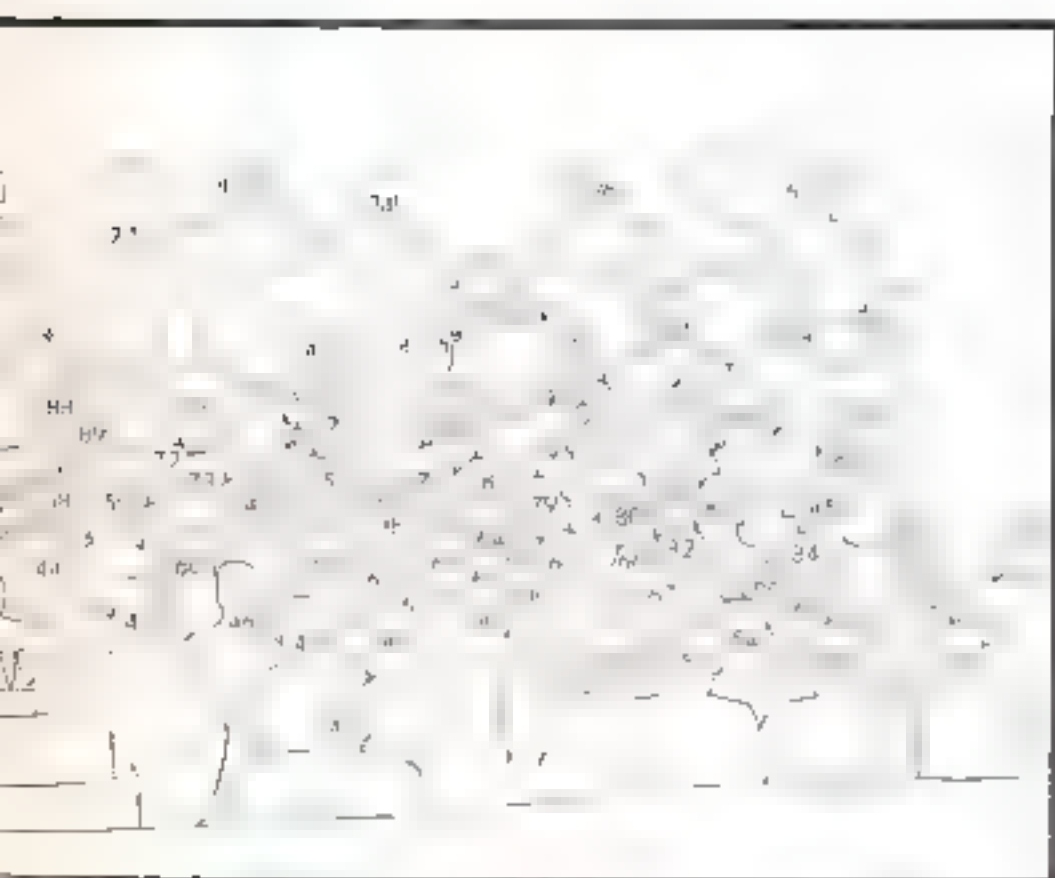


← INAUGURATION CROWD JAMS THE CAPITOL



oil Jr., Attorney General **66**—Justice William Douglas **67**—Rabbi Abba Hodel Silver, **68**—Justice Robert Jackson **69**—Presiding Bishop Henry Knox Sherrill of Episcopal Church **70**—Justice Harold H. Burton **71**—Wally Bennett, TIME photographer **72**—Dr. José A. Mora—Uruguayan Ambassador **73**—Fernando Berkenmayr, Peruvian Ambassador **74**—Dr. Guillermo Sevilla Sacasa, Nicaraguan Ambassador **75**—Saeed Asad Al-Fayhi, Saudi Arabian Ambassador **76**—Helen Barnett, French Ambassador **77**—Dr. You Chuan Yang, Korean Ambassador **78**—Dr. Rafael Henrichson Valle, Ambassador from Honduras **79**—Dr. Luis Oscar Boettger, Paraguayan Ambassador **80**—Alberto Larchiani, Italian Ambassador **81**—Ras H. S. Tare, Ethiopian Ambassador **82**—Arthur Summerhunt, Pastmaster General **83**—Dr. Héctor David Castro, El Salvador Ambassador **84**—Douglas McKay, Secretary of the Interior **85**—Dr. V. K. Wellington Koo, Chinese Ambassador **86**—Ezra Taft Benson, Secretary of Agriculture **87**—Samuel Weeks, Secretary of Commerce **88**—Sir Roger M. Makins, British Ambassador **89**—Fakichi Araki, Japanese Ambassador **90**—Dr. Cipriano Restrepo Jaramila, Colombian Ambassador **91**—Charles Bruggmann, Swiss Minister **92**—Victor Arrascaide, Bolivian Ambassador **93**—Guillermo Toriello Garrido, Guatemalan Ambassador **94**—Thor Thors, Iceland Minister **95**—Sir Percy Spender, Australian Ambassador **96**—Allan Yur Saleh, Iranian Ambassa-

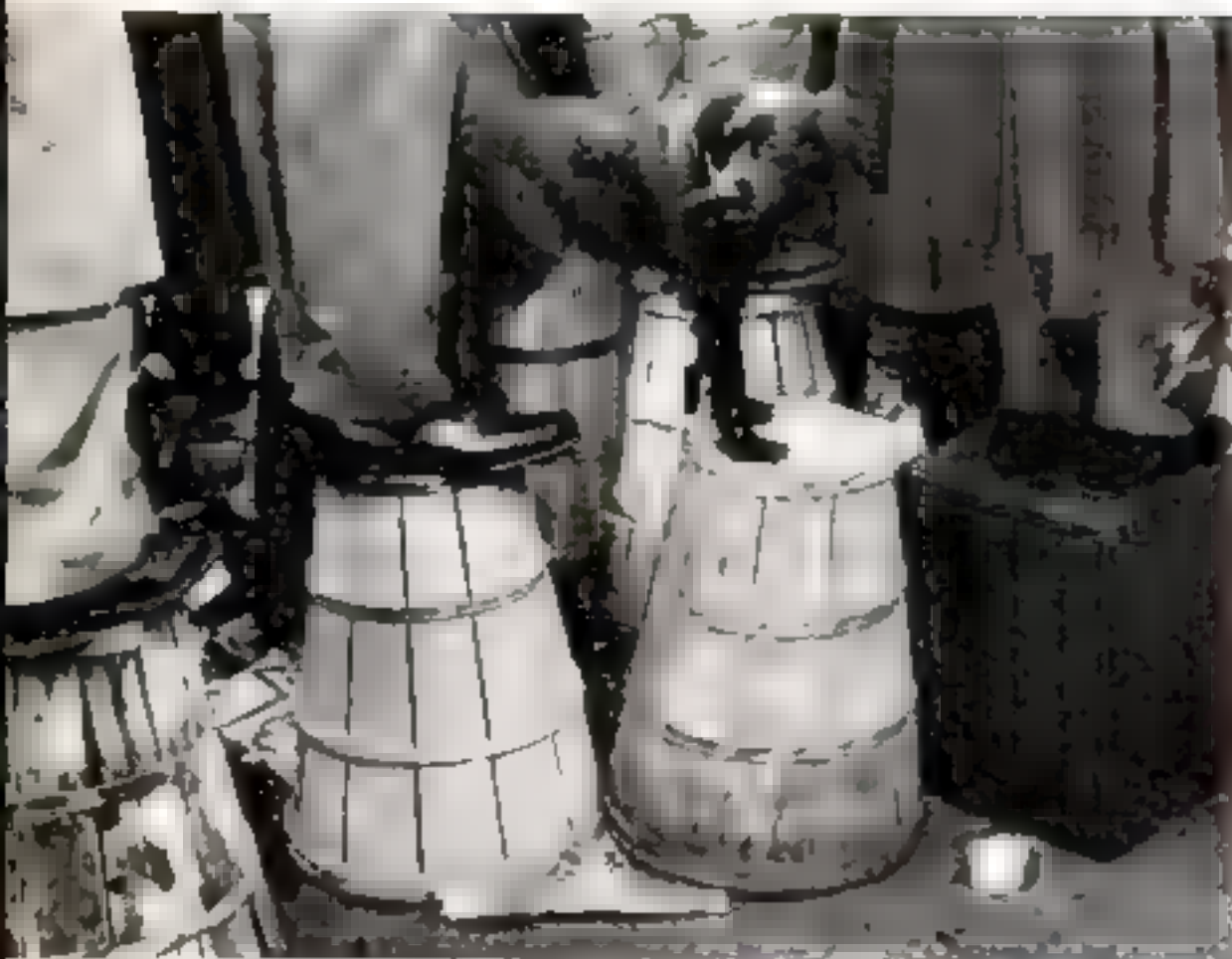
dor **97**—Dr. Charles Malik, Lebanese Minister **98**—Leslie Knox Munro, New Zealand Ambassador **99**—G. P. Joubert, Ambassador from the Union of South Africa **100**—Mrs. Oswald B. Ford, U. N. Delegate **101**—C. D. Jackson, Executive Publisher **102**—Emmet Hughes, Administrative Assistant **103**—Gabriel Hauge, Administrative Assistant **104**—Robert Cutler, Administrative Assistant **105**—Winthrop Aldrich, Ambassador to Great Britain **106**—Carl McAnale, Assistant Secretary of State **107**—Mrs. Allan Hoover **108**—Allan Hoover, ex-president's son **109**—Lawrence Richey, associate of Herbert Hoover **110**—Bernice Miller, secretary to Hoover **111**—Archbishop McEach, Greek Orthodox Church **112**—Dr. Heinz L. Kerkeler, German Charge d'Affaires **113**—Abdullah Ibrahim Bakr, Iraqi Minister **114**—Mario Rodríguez, Chilean Charge d'Affaires **115**—Karel Brus, Czechoslovakian Charge d'Affaires **116**—Johannes Kary, Estonian Acting Consul General **117**—David Goren, Israeli Minister **118**—John Cabot, Ambassador to Pakistan **119**—George Allen, Ambassador to Yugoslavia **120**—Mark Kauffman, LIFE photographer **121**—Dean Adelson **122**—Mrs. Wesley Roberts **123**—General Bedell Smith **124**—Maxwell Rabb, Assistant to Sherman Adams **125**—Rodney O'Connor, Assistant to Dulles **126**—Herman Phleger, Legal Advisor to the State Department **127**—Lieut. Col. Robert Schulz, President's Army Aide. Among those unidentified are Secret Service men.



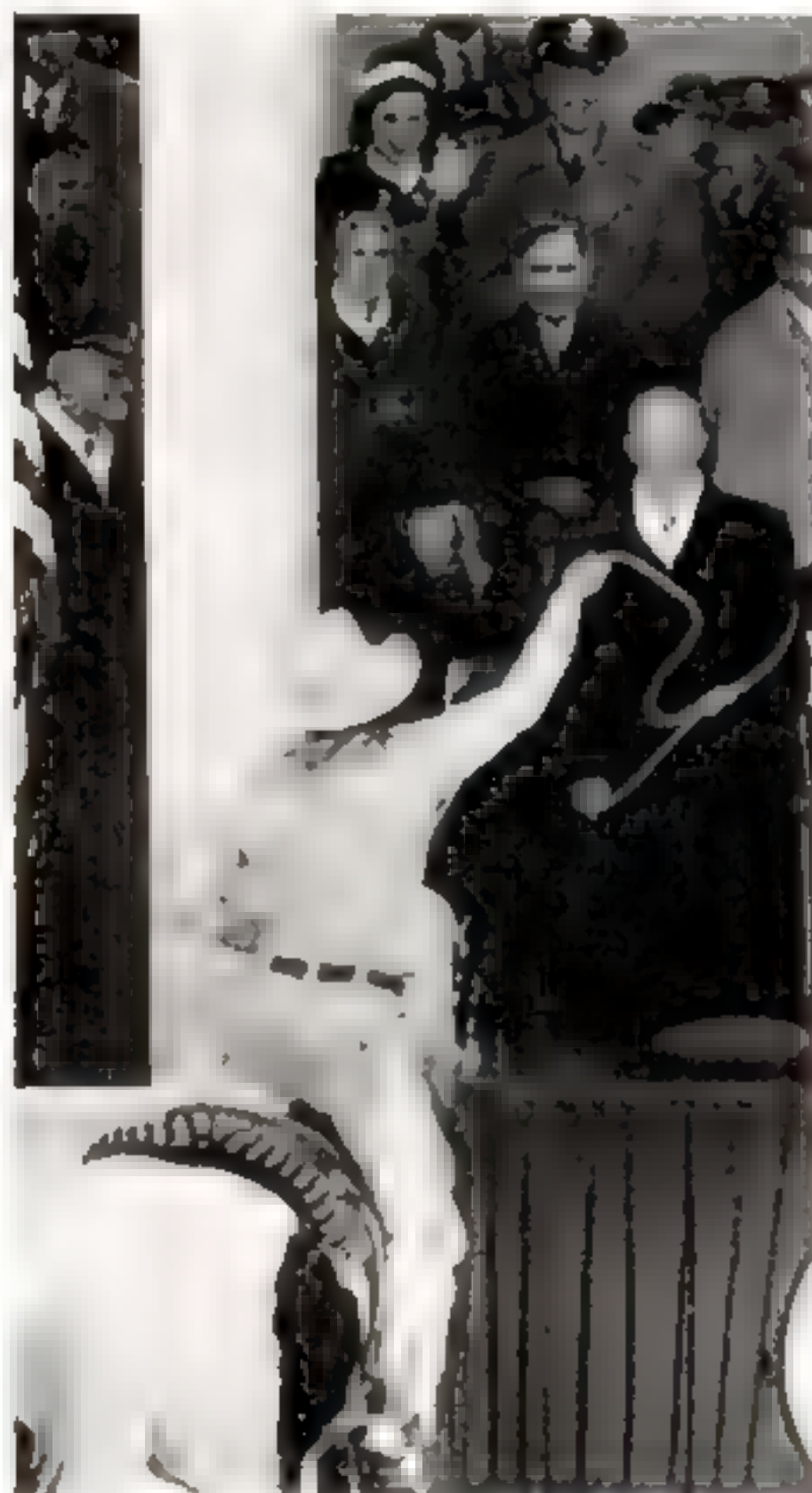
AFTER OATH the 34th President of U. S. walks from mikes to Mamie with his outstretched arms.



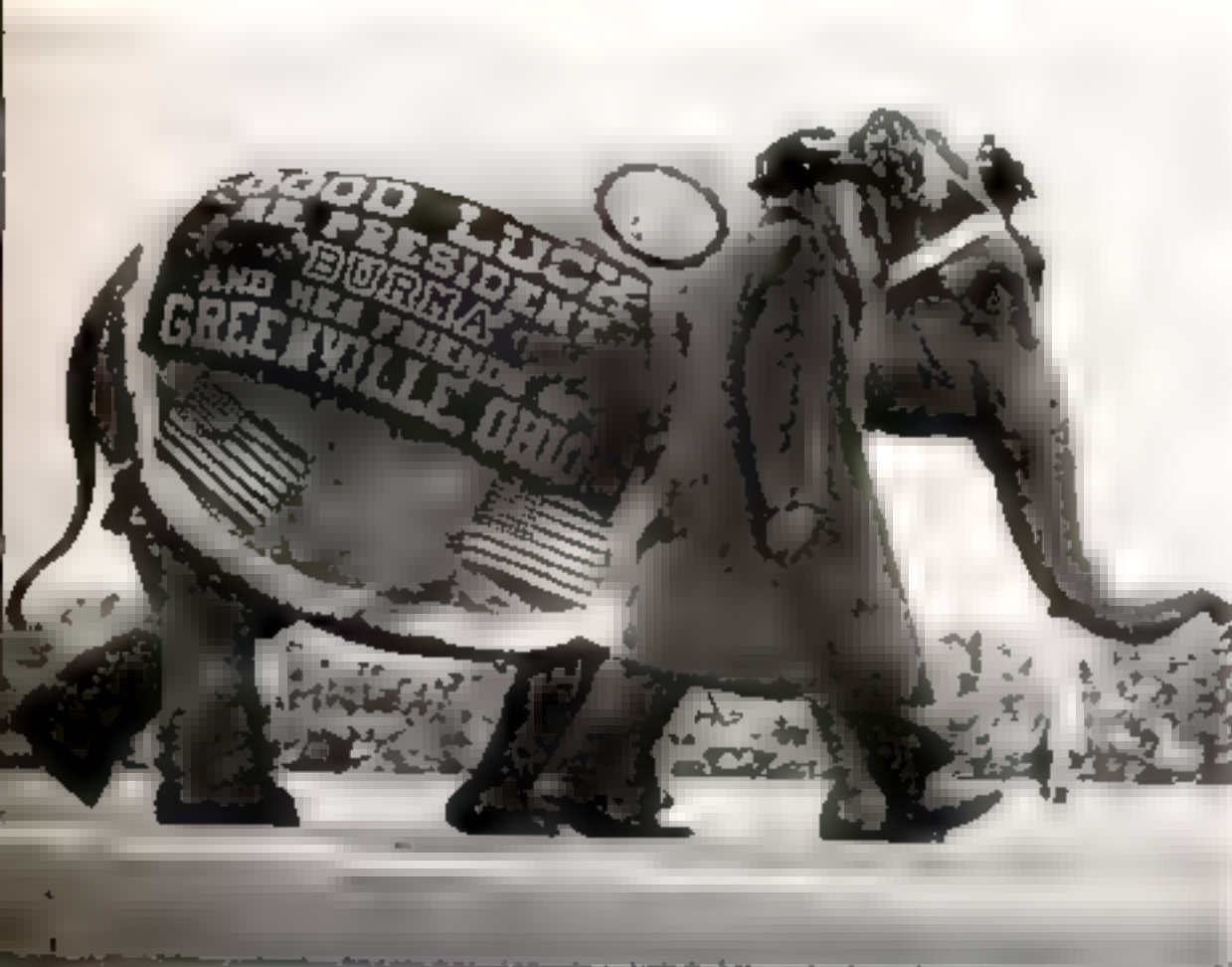
PRESIDENTIAL KISS is bestowed on Mamie as everybody in stands almost bursts with beaming.



PARADE PERCH, shared by a peach, was a peach basket. Prices for baskets ranged from 50¢ to \$1.00.



LASSED, but after he had given permission, the President's agent's guns at a Hollywood cowboy.



MISS BURMA, one of three elephants in parade, was loaned by circus to represent Ohio group.



KANSAS RIDERS BROUGHT 46 HORSES ON A SPECIAL TRAIN AT A COST OF \$250 PER HORSE AND RIDER.

MIGHTIEST PAGEANT SALUTES NEW CHIEF

With its vegetation in the parade was called "the mightiest pageant ever to pass before a president." It was 22,000 service men and women, 7,500 citizens, 30 floats, the world's first atomic cannon, 179 horses and three elephants. The parade, which in the

THE ARMY'S 64-FOOT-LONG NEW ATOMIC CANNON NEGOTIATES THE CORNER NEAR THE U.S. TREASURY





NINE STATES HAD MOUNTED UNITS ON PARADE

midday sun, was still swinging by in front of the White House long after nightfall. At 6:59, when the last two elephants which brought up the rear of the parade passed, Mamie and Ike left for the White House, had a quick supper and dressed for the Inaugural Ball (*next page*).

THIS WAS FIRST TIME WEAPON WAS ON PARADE



ON INTO THE DUSK the paraders still marched. At 5:15, when picture was taken and only two thirds

of the parade had passed reviewing stand, the street lights were burning and the Capitol was illuminated.



PARADE'S END found the President, Herbert Hoover and Mamie in reviewing stand though Mr.

Hoover could no longer suppress an ex presidential yawn. At this time many public stands were empty.



RED TAFFETA with a short train was dress worn by Laura Belle Watts.



PUFFY CHIGNON, biggest at the ball, is worn by Cornelia McGinnis.



SCARLETT O'HARA hairdo was one of the fancier worn at the ball.



BLACK VELVET with white skirt was choice of Mrs. William Paley.



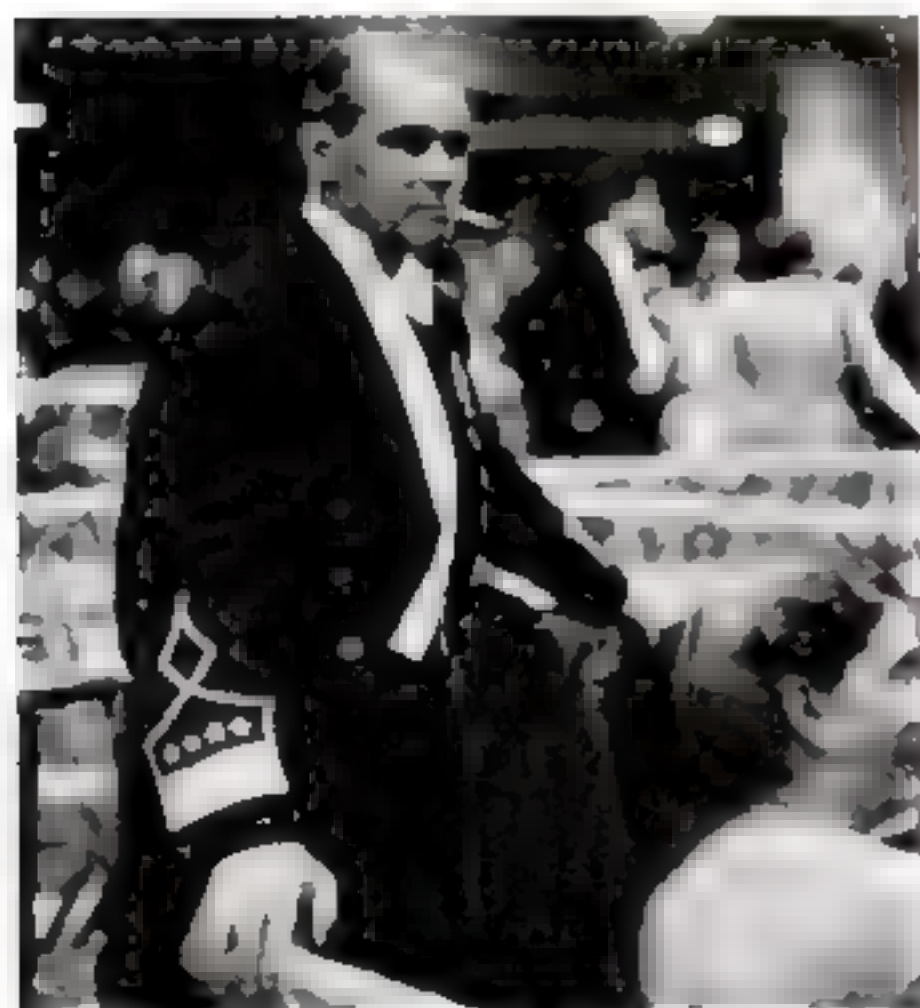
WAITING FOR CARS after leaving Georgetown hall, befurred ladies and white-tied men resignedly

stand around. Huge crush of traffic forced most to park their cars a mile or two from the ballrooms.

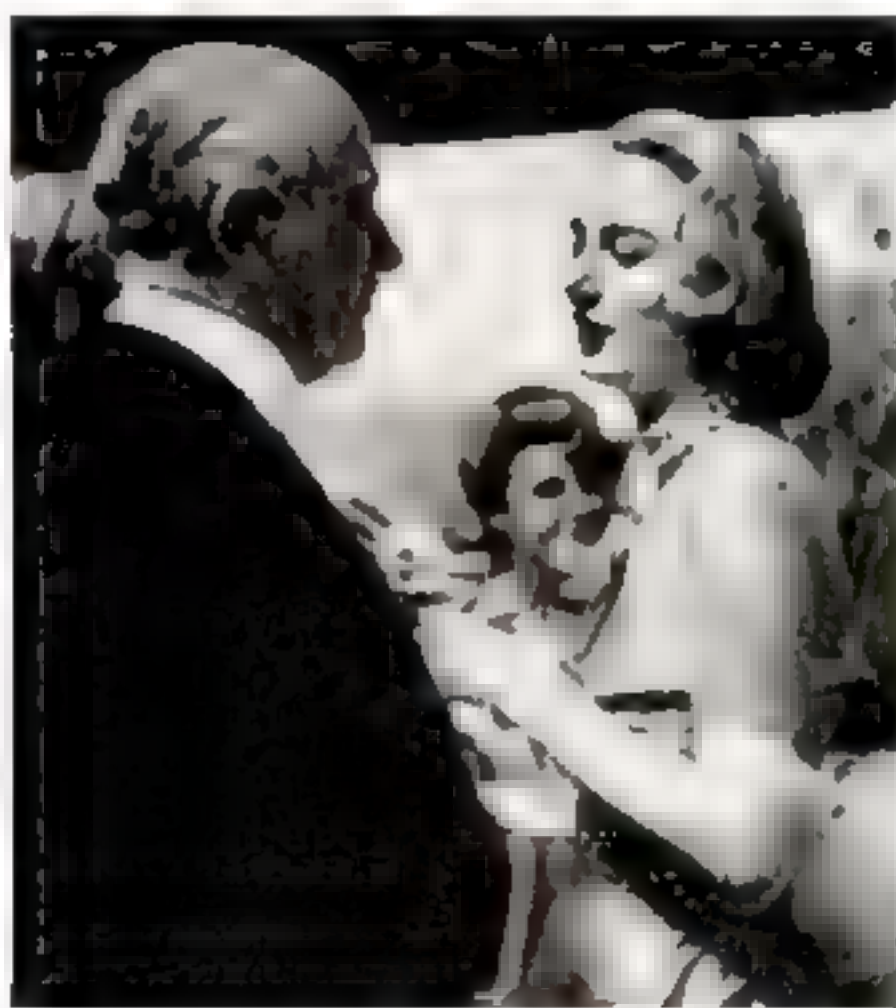
A FESTIVE OCCASION AND A HAPPY ENDING

The committee for the inaugural ball anticipated that at least half of the invited guests would decline. Instead, before any invitation was sent out, it was swamped by thousands of applications. Hastily it scheduled two balls.

The requirement of formal evening dress seemingly was no barrier to those who sought entrance. The city's traffic, jammed by the parade, became even more tangled as the hour of the balls drew near. Distinguished guests found waiting in cars or on curbs (left) the order of the night. For the President the celebration (the full spectacle will be shown in color in *LIFE*, Feb. 16) was somewhat overshadowed by an official problem. The Senate Armed Services Committee had balked at recommending confirmation of Charles Wilson of General Motors as Defense Secretary because he owned \$2.5 million in GM stock. While his friends danced, President and nominee took time off for a serious discussion. Finally Wilson agreed to sell his stock—which would cost him hundreds of thousands of dollars in taxes—removing the barrier to Senate confirmation, providing a happy ending to a gala week.



HANDSOME GENERAL, Air Force's Hoyt Vandenberg, wore a white tie and full dress uniform



HANDSOME PAIR were wealthy Conrad Hilton and Doris Lilly, author of *How to Meet a Millionaire*.



EARNEST TWOSOME was formed by Ike and Charles Wilson, whose appointment was in doubt.



GOOD NEWS that Wilson crisis was nearly solved brought smiles to "Engine Charley" Wilson and his old friend Senator Homer Ferguson (*right*). He had

just told Senators he would sell his GM stock. A few hours later the Senate Armed Services Committee voted unanimously to recommend his appointment.

A NOBLE INAUGURAL

Amid almost universal acclaim, President Eisenhower's inaugural address received two critical comments. These were 1) that it was all generalities, and 2) that the world policy it proclaimed sounded much like the Truman-Acheson policy, with something "for everybody but the isolationists."

The latter criticism is probably heard for the last time. As a serious influence on Republican policy, isolationism has long been a corpse propped up by Democrats, and it needed only a Republican victory to make it fall over. This was clear from Ike's speech and will become even clearer as he proceeds in action. So will the real difference between the Eisenhower and the Truman foreign policy, which as Mr. Dulles said is to be chiefly a "change in heart."

As for generalities, they are always the chief ingredient of ceremonial addresses like this, including the one at Gettysburg. The trick is to pick the right generalities. Ike's generalities nobly and precisely described our national situation of this moment. They also added up to a coherent and timeless view of the human situation, a view which long has been and we hope long will be identifiable as peculiarly American. In that sense Ike's inaugural was a historic speech, worthy of a historic occasion and of general pondering.

The first thing to ponder is the fact that Ike did not dwell long on our so-called domestic problems. He said:

"Great as are the preoccupations absorbing us . . . each of these domestic problems is dwarfed by, and often even created by, this question that involves all humankind."

The second thing to note is his definition of this overriding question—the Soviet challenge—and the level of his response to it. It is not a geographical question, nor an "argument between slightly differing philosophies," but a challenge to our faith. He said:

"At such a time in history, we who are free must proclaim anew our faith.

"This faith is the abiding creed of our fathers. It is our faith in the deathless dignity of man, governed by eternal moral and natural laws.

"This faith defines our full view of life. It establishes, beyond debate, those gifts of the Creator that are man's

inalienable rights, and that make all men equal in His sight." There was no modish ambiguity in Ike's references to the "watchfulness of a divine providence."

The third thing to notice is the sureness with which Ike reconciled the cause of the patriot with that of the idealist, the American's interest with the free world's. American leadership of that world was unsought; "destiny has laid [it] upon our country." But so be it: "We wish our friends the world over to know this above all: we face the threat—not with dread and confusion—but with confidence and conviction."

He then named nine principles of conduct by which we may attract the cooperation of the free world. They are:

To "promote the conditions of peace" through our own strength and through our readiness "to engage with any and all others in joint effort to remove the causes of mutual fear."

To avoid appeasement ("a soldier's pack is not so heavy a burden as a prisoner's chains").

To treat our own "strength and security as a trust" for the free world.

To honor "the identity and the special heritage" of every other nation, and "observe the difference between world leadership and imperialism."

To help other free nations and to expect their help "within the limits of their resources."

To "encourage . . . profitable trade."

To strengthen regional associations like the European and the Pan-American.

To "hold all continents and peoples in equal regard and honor," none being "in any sense inferior or expendable."

To try to make the U.N. effective.

Under these rules of conduct, said Ike, "an earth of peace may become not a vision but a fact." But they require devotion and sacrifice from every American citizen. "A people that values its privileges above its principles soon loses both." And these principles are not mere abstractions, but "laws of spiritual strength that generate and define our material strength—whatever America hopes to bring to pass in the world must first come to pass in the heart of America."

SALUTE TO A SOLDIER

General James A. Van Fleet has been ordered to give up his command of the Eighth Army in Korea, come home, and retire. He is turning 61, he is in his 38th year of military service, and he has had the field command in Korea for 22 months. He bows out with this tribute from President Eisenhower: "the best-qualified combat officer in the Armed Forces."

General Van Fleet deserves the salutes of all Americans. He was one of the best of our infantry commanders in World War II. He rebuilt, trained and to all effects commanded the Greek army which in 1948 and 1949 defeated armed Communism in Greece, and thereby gave the first proof that an application of serious and intelligent American effort could reverse the Soviet tide.

As commander of the U.N. forces in Korea, he has brought his forces safely through difficulties too little understood at home. During most of his time there, he has been required to wage a stalemate war. A soldier born and schooled to win, he has had little stomach for it. Neither have the men under his command. Given inferior or faltering leadership, our forces in Korea might literally have fallen apart. The

fact that they constitute a fine fighting Army today is in great part due to James A. Van Fleet.

Much has been told of late about the rebirth and growth of the ROK army. That, too, has been in large part Van Fleet's doing. In a complex chain of command no single man decides and does everything. But it may be said that there probably would be no ROK army in Korea today, holding two thirds of the line, if at the start of his tour there in 1951 General Van Fleet had not made up his mind on two disputed points—we had to have the help of the South Koreans, and they were perfectly capable of giving it if they had sufficient training, equipment and backing. Aside from the military rewards of this decision, the political effects in Asia have been immense. For the re-creation of the ROK army with U.S. help and supervision has demonstrated that Americans and Asians can work together, fight together, and even come to like and respect each other. In the unhappy days of 1950 and early 1951, when "gook" was the American synonym for all Koreans, almost no one thought it could ever happen. General Van Fleet made it happen, and for this alone he would be entitled to any honor in the gift of his country.

Soup 'n' Crackers

just naturally
go together!



**Serve delicious Campbell's Tomato Soup
with golden-crisp crackers! Mmm, Good!**

Yes, they're a perfect pair! The crisp, flaky goodness of fresh crackers sets off beautifully the mellow velvet-smoothness of this great soup

...a purée of luscious, red-ripe tomatoes blended with fine table butter and gentle seasonings, according to Campbell's own matchless recipe!

Known Everywhere as America's Guest Whisky



As it says on the label:

"There is nothing better in the market"
OLD FORESTER

© 1934 B.F. O'NEILL CO.

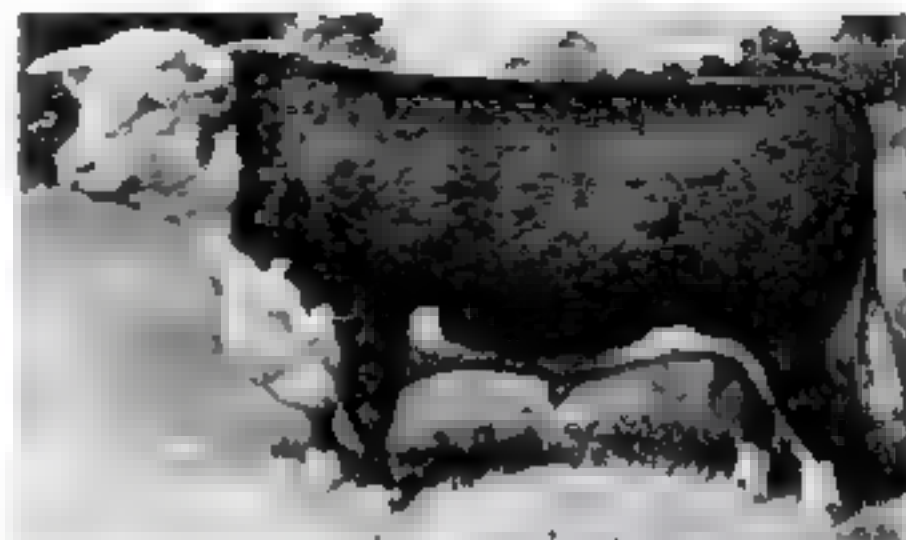
KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



ANCESTRESS of the line, Helena, was dam of Dinedor's great-great-great-grandson, Anxiety.



FIRST IMPORT, Anxiety, won fame in England, was brought to the U.S. in 1879, died a year later.



U.S. PROGENITOR of Hereford line was Anxiety 4th, one of the original Anxiety's many sons.



FIRST DOMINO, who began seven generations of "Domino Boys," was the fifth after Anxiety 4th.



REJUVENATOR of Hereford line, in opinion of breeders, was Prince Domino, who lived in 1920s.



GREATEST HEREFORD of all, Larry Domino 50th, outclassed grandson, H. C. Larry Domino 12th.

FAMILY PRIDE

Domino 12th outprices forebears

A Hereford bull, with a better documented genealogy (*above*) than most people, has gained another advantage over most humans, and all other bulls, by having himself valued at \$105,000—on a part-time basis. The well-paid blue-blood is HC (for Hillcrest Farms of West Vir-

ginia) Larry Domino 12th, who can trace his line 18 generations to Dinedor, an English bull of about 1800. Larry, whose kin came here in 1879, won his new distinction when E. C. McCormick, an Ohio breeder, paid that amount for a half interest in Larry as a father, not beef.



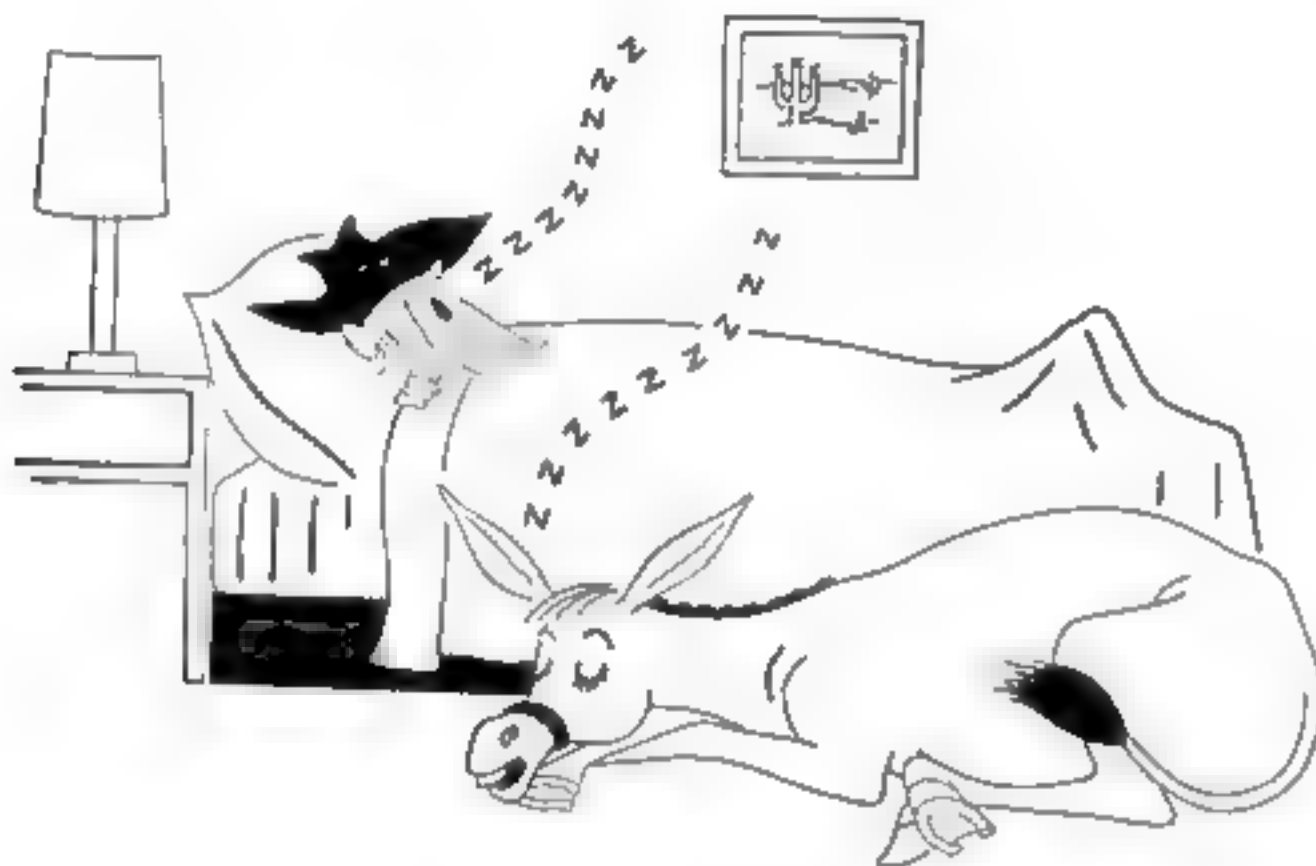
EIGHT-YEAR-OLD LARRY DOMINO 12th, CHAMPION HEREFORD BULL OF THE 1947 INTERNATIONAL LIVESTOCK SHOW IN CHICAGO, HAS Sired FIVE CHAMPIONS



1. Desert Dan was hot and tired, he'd traveled far enough.
Said he, "I'm awful sick of sand, this life is mighty rough.
Please show me to the Statler, I only want the best.
So I'm headin' for the Statler where you really are a guest."



2. "This water hole is no mirage," said Dan in Statler's tub.
"There's lots of steaming water here in which to soak and rub."
The desert dirt was soon dissolved and there was Dapper Dan
With lots of soap and snowy towels—a clean and happy man.



3. Out of the finest bath he'd had, Dan stepped and saw his bed.
"The softest bed I've seen," he breathed, and that was all he said.
For he was in a Statler bed! A sound and dreamless sleep
Was his until the morning came. His snores soared loud and deep.



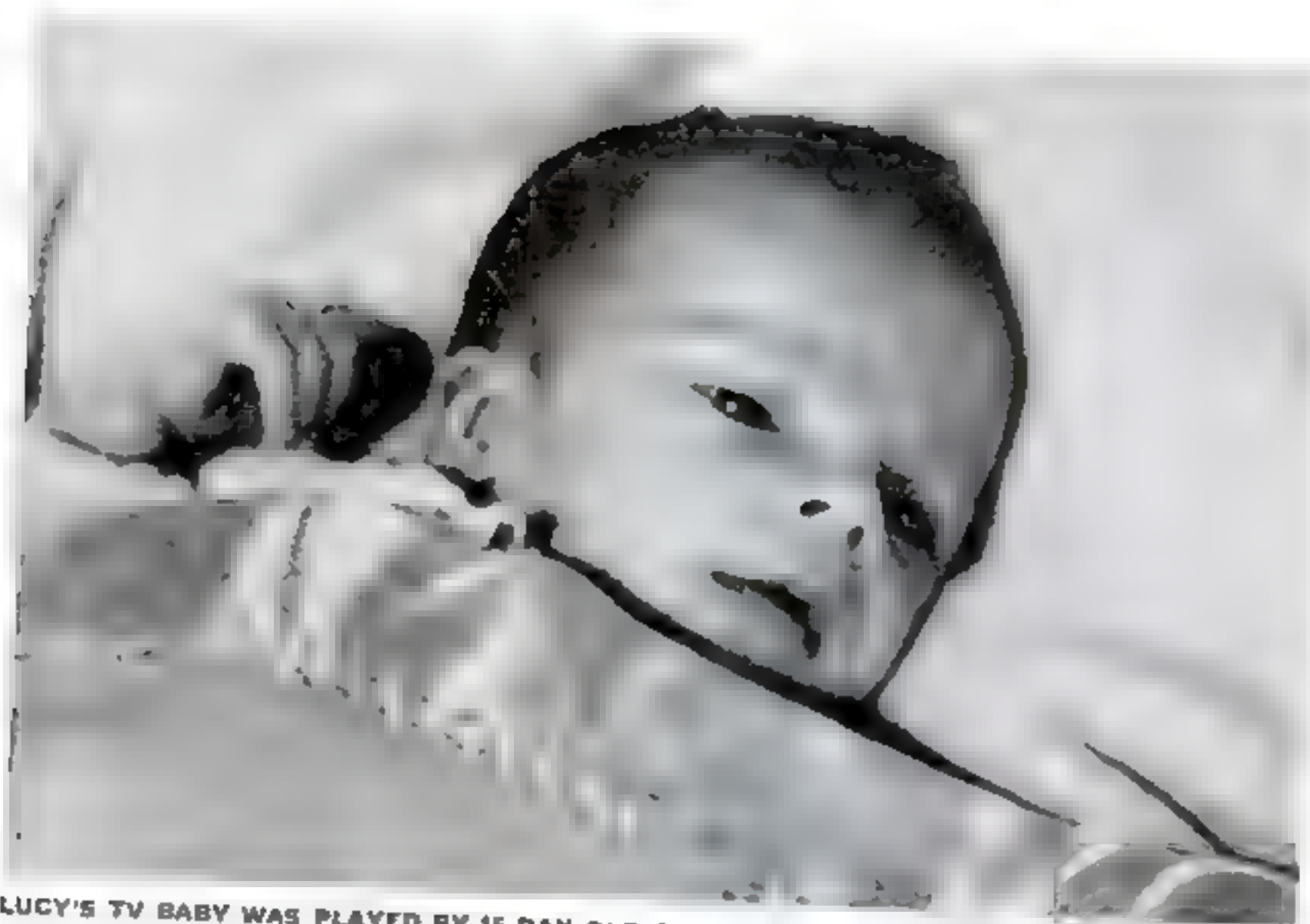
4. When Dan awoke, he spoke once more, "I've had a bed and tub,
But now the time has come for me to have some Statler grub.
"Oh, boy," said Dan, as he cleaned up the last bite on his plate,
"It's Statler every time for me. The food is really great."



5. "I've no more use for maps and mules. The Statler's so darn near
To shows and shops and business, too. My future plan is clear.
I'm settlin' down at Statler. I'm sure you'll all agree
You strike gold at the Statler. It's the only place to be!"



STATLER HOTELS, NEW YORK • BOSTON • BUFFALO • DETROIT
CLEVELAND • ST. LOUIS • WASHINGTON • LOS ANGELES



LUCY'S TV BABY WAS PLAYED BY 15-DAY-OLD BOY WITH REDDISH-BLACK HAIR, BLUE EYES

WHAT THE SCRIPT ORDERED

One of the niftiest mixtures of science and showmanship brought history's biggest audience of a commercial show—some 44 million—to the nation's TV screens last week to greet the baby above. He was the fictional newborn son of Lucille Ball, acting the heroine of *I Love Lucy*. What interested these millions most was a thing that had just happened to Lucille Ball herself. That day she had a real newborn son.

The coincidence was long expected. When the writers of *I Love Lucy* learned that Miss Ball, who is Mrs. Desi Arnaz, was to have a baby, they began building the weekly shows, done on film, around her pregnancy. Openly acknowledged but treated with good-humored delicacy, Miss Ball's condition soon attracted far wider interest than most interesting conditions. January 19 was set for the lying-in

episode, so on January 19 Miss Ball, aided by science (a caesarean operation), had her baby. By pure luck it was a boy, just as in the script.

The baby actor will soon be fired. California law limits the posing time under lights of an actor under 6 months old to 30-second intervals. The producers are looking for a pair of undersized, 6-month-old twins who could pose two hours each and spell each other in the part.



FIRST PHOTOGRAPH OF LUCY'S REAL SON WAS SHOT AFTER 3½ DAYS. HE WAS NAMED DESIDERIO ALBERTO ARNAZ IV, HAS REDDISH-BLACK HAIR, BLUE EYES

LIFE ON THE NEWSFRONTS OF THE WORLD

Student leaves a coded clue to his death, a soldier plants a flag and flu virus sweeps the world

When N.Y.U. Sophomore Paul Rubin left his Brooklyn home one morning last week he was, so far as his parents could see, "composed and happy." When his body was found in a ditch the next day at Philadelphia's International Airport, the police, the coroner's office and the F.B.I. were handed one of the strangest death puzzles on record.

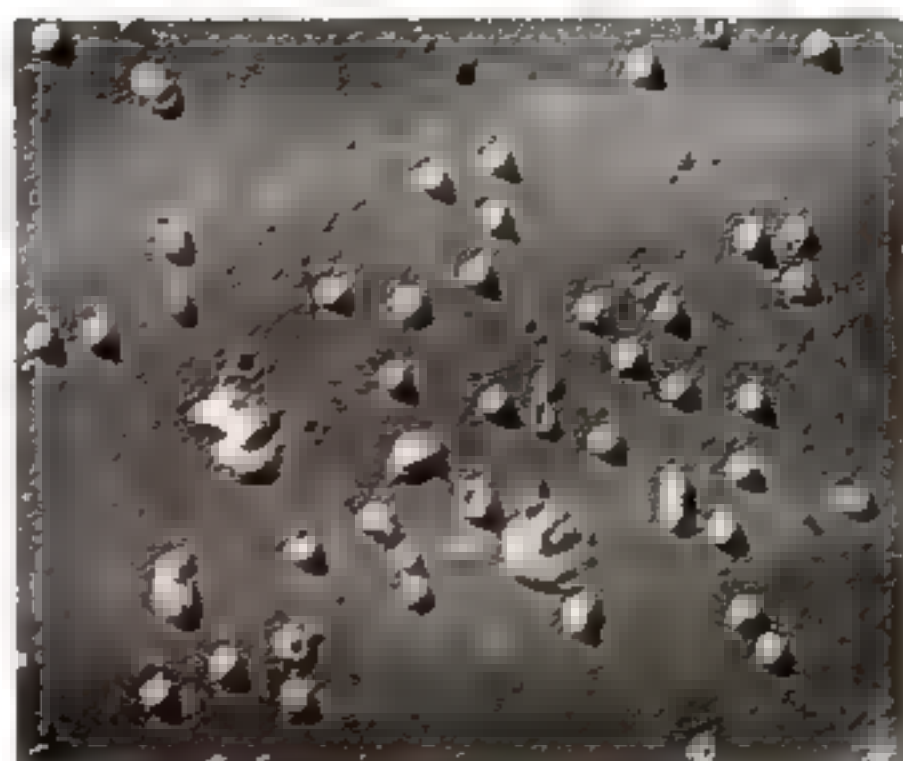
Rubin had died of cyanide poisoning, but since the body was sitting bolt upright, the spectacles were undisturbed and no vials or containers were found nearby, murder seemed a strong possibility. The clues were something out of detective fiction: Rubin's pockets contained an empty .38-caliber cartridge shell, a photograph of a plane with a Nazi swastika on its tail and a snapshot of Rodin's statue, *The Thinker*. Taped to his stomach was a coded message containing the words "Dulles" and "Conant," apparently a reference to the new Secretary of State and the new High Commissioner of Germany. F.B.I. experts are still trying to crack both the code and the mystery.

From Burlington, Vt. the U.S. Employment Service has received a perfectly genuine job order for 10 professional wrestlers. Applicants will have to satisfy the following requirements: "Must be able to realistically portray such emotions as hatred, fear and pain and to emulate person in final stages of unbearable suffering. Desirable but not necessarily required that applicants be able to fake foreign words, antagonize audiences when necessary and be known for some special hold or action which appears homicidal in intent."



CONNORS LEAVES FLAG ON KOREAN HILL

When Sergeant Francis Connors dramatically planted an American flag on the top of snow-covered Sandbag Castle on the eastern Korean front, the Chinese Communists tried to cut it down with a barrage of gunfire, but Connors lashed the flag firmly to a tree. As he turned to crawl back to the safety of his own lines, an Army photographer got his picture.



FLU VIRUS MAGNIFIED 18,000 TIMES

The world catches flu

All over the world people of all ages are coming down with temperatures, aches and pains—symptoms of influenza. This world flu outbreak has struck one out of every two people in Tokyo, one out of ten in France and has hit hard all across the U.S., especially in the central and southern states. The Army is hastily vaccinating all of the troops bound for Europe or the Far East. Fortunately this outbreak is unlikely to reach the proportions of the murderous 1918 epidemic, for it is caused by a relatively mild form of the virus which usually makes its victims miserable for about a week but almost never kills them.

"Uncle Mike" Jacobs, who was the most famous boxing promoter of his day (*LIFE*, June 17, 1946), died in Miami last week at the age of 72. Famous for profanity, false teeth and \$100 ring-side seats, Jacobs had controlled the boxing scene more tightly than any other man in ring history.

Air war moves outside Korea

The air war moved outside the limits of Korea last week. A Navy patrol bomber was shot down in Formosa Strait by Chinese Communist shore batteries. A Coast Guard plane landing in the water to pick up survivors crashed during take-off. A destroyer then moved in to pick up some survivors from both planes and was fired on by the Communist batteries. Rear Admiral Thomas Williamson, Navy commander of Formosa Strait, forbade interviews with survivors because the incident was "far too serious a development." Meanwhile, after shooting down a B-29—over Manchuria said the Reds, over North Korea said the U.S.—the Chinese Communists announced that the 11 survivors were "aggressors" and "spies."

When Labor M.P.s found that it was costing almost a halfpenny to mint the British farthing or quarter penny, they asked that this "singularly unprofitable enterprise" be abandoned. Bankers and government officials sprang to the defense. Farthings are very useful, they explained, as bridge stakes for "dear old ladies."

After 34 straight days in a coma, Roger Lee Brodie, the weaker of the Siamese twins whose heads were separated in a 13-hour-long, unprecedented operation (*LIFE*, Jan. 12), died last week in a Chicago hospital. His brother Rodney Dee is still on the critical list but has a fair chance to live.

Second team Reds are found guilty

After a nine-month trial and seven days of deliberation, a New York jury convicted 13 Communist party leaders of conspiracy to overthrow the government. These "second team" leaders had been picked by the Communists to replace the top group convicted of the same conspiracy charge back in 1949.

Traffic troubles are getting the better of Southern tempers. In Tampa, Fla. Charles Jones was fined \$35 because, when a driver stopped in a pedestrian lane, he not only walked over the car but also jumped up and down on the hood. In Memphis, Tenn., when a freight train stopped in front of his car, M. E. Cockrell angrily uncoupled the last 78 cars, leaving the engineer to steam on for 14 miles before discovering that he had lost his train.

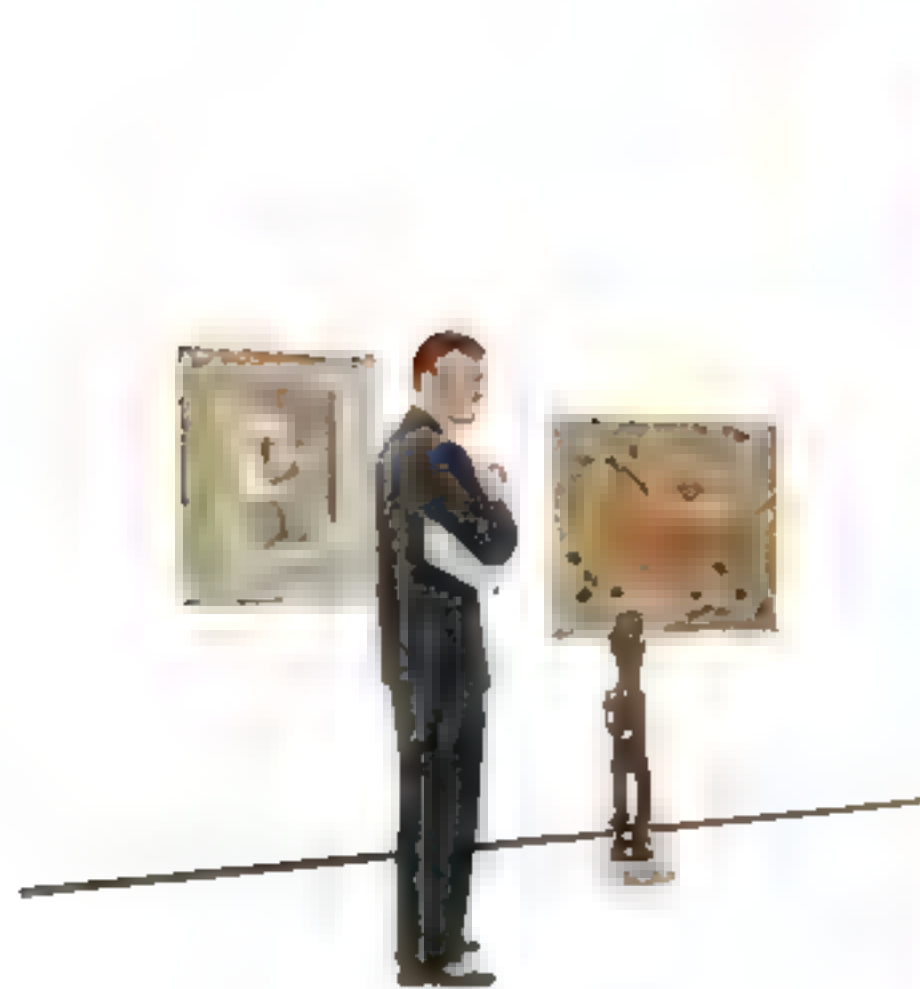
Double-barreled prison riot

Pennsylvania got off to a fast and furious start in the 1953 prison riots. At the Western Penitentiary near Pittsburgh 1,100 convicts took five guards hostage and then tore up their cell blocks in a 24-hour demand for prison reforms.



PRISONERS LAUGH AT CELL-BLOCK DAMAGE

As soon as Pittsburgh was quiet, 700 convicts at Rockview conducted an even more determined riot of their own. Half the mutineers quickly surrendered, but 330 shut themselves up with six guards, seven guns, 500 rounds of ammunition and some tear-gas shells. Mounted state troopers sent down to Washington for the inaugural parade were rushed home in case help was needed, but on the fourth day of the Rockview riot the last convict surrendered.



Not a shadow of a doubt with Kotex

— *with Kotex* you get absorbency that doesn't fail:
the trustworthy kind of protection you *need*, for safety,
for comfort, and a fresh, dainty feeling.

— *and only Kotex* of all leading napkins has
flat, pressed ends. So there's no revealing outline.

— *best of all*, this pad is made to *stay soft*
while wearing—to retain its fit and comfort for hours.
Your choice of three absorbencies—Regular, Junior
or Super Kotex.



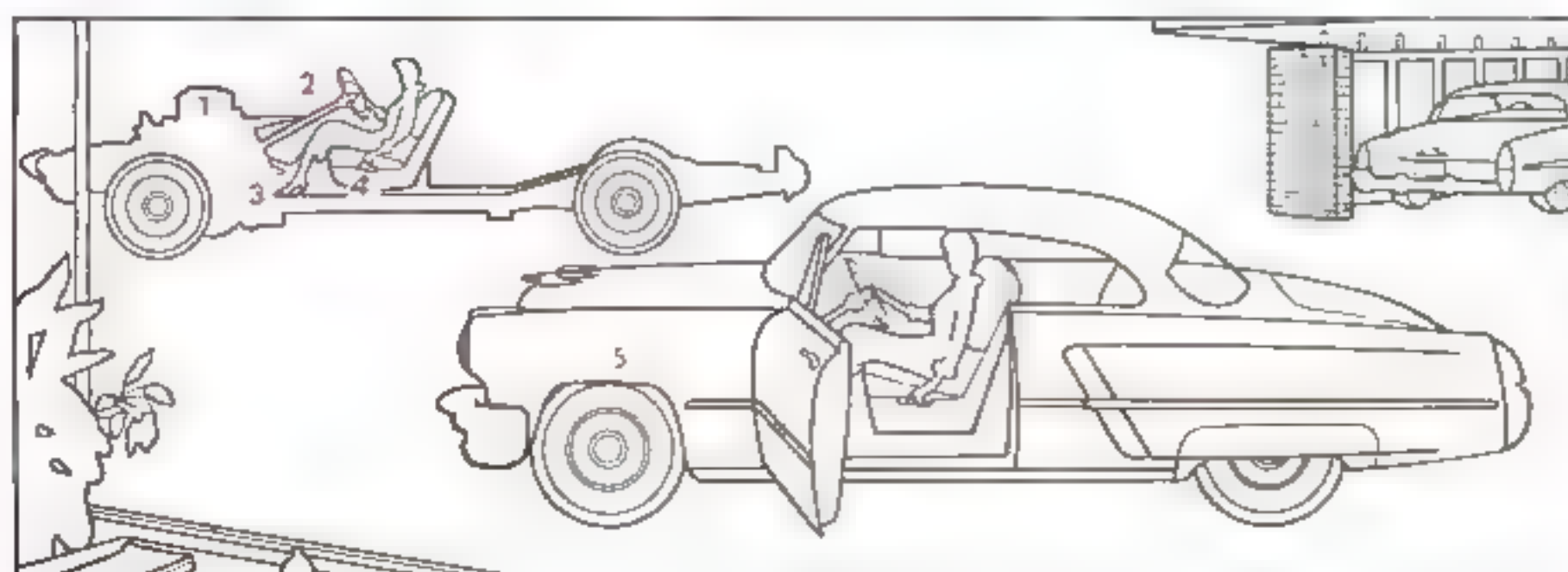
*More women choose Kotex**
than all other sanitary napkins



Not a shadow of a doubt when
Herbert Sandheim turns his flair
for flattery to a soft silk twill of
tiny geometrics. This gently pleated
afternoon dress has velvet collar,
velvet-touched buttons.

MODERN LIVING GOES FORWARD

NEW 1953 LINCOLN POWERED



1. New V-2-5 V-8 Engine - 25 horsepower, the ultimate in performance and response. With the new V-8 ENGINE Matic Transmission as standard equipment. 2. New Power Steering, combined with Lincoln's exclusive body and front wheel suspension, gives you sports car steering with a new sense of stability - virtually effortless turning, even when the car is at a standstill. 3. New Power Brakes instantly respond to the whisper light touch of your toe. 4. The world's first Power Elevator Seat moves back and forth up and down, and even adjusts to your posture at the flick of a button. 5. Lincoln Capri Custom Sports Coupe in Royal Red and Raven Black, with black and white leather upholstery - a captivating model of modern living on wheels.

TO LEAVE THE PAST FAR BEHIND



Standard equipment, accessories, and trim illustrated are subject to change without notice. Power steering, power elevator seats, power brakes, sea-fint glass, white side-wall tires optional at extra cost.

THERE is more to modern living than glass walls and clean, functional lines. There is a spirit that dares to defy the outworn tradition of bulk and fussy glitter. This is the spirit of the new Lincoln for 1953—the fine car that sets into magnificent motion the magical ease of modern living. For here power does more than it ever has on wheels.

Here are more kinds of power than you have known. It is in the steering wheel. It controls the brakes. It adjusts seats back and forth, even up and down. And it supplies astonishing action in the new 305 horsepower V 8 engine—the engine you hardly believe even after you try it!

And everything you see is alive with the spirit of grace and good design. Clean lines speak eloquently of a new freedom in driving. Sweeping walls of glass let you see the road and the life around you. And exquisite fabrics and finely pleated leathers set a mood of unsurpassed luxury.

Already, Lincoln for 1953 has excited the fine car connoisseurs. In the famous 1,938-mile Mexican Pan-American Road Race, it won the first four places—scoring a clean sweep over 66 other stock cars. Surely, you will want to arrange a demonstration drive with the new Lincoln Cosmopolitan or Capri.

LINCOLN DIVISION—FORD MOTOR COMPANY

LINCOLN

THE ONE FINE CAR DESIGNED FOR MODERN LIVING
—COMPLETELY POWERED FOR MODERN DRIVING

Lincoln—crowning achievement in the fine car field for Ford Motor Company's 50th Anniversary.



A
SPECTACULAR RECIPE
for a modest little price!



RICE AND BEEF PORCUPINES

made with

EASY RECIPE

GOOD? They're simply wonderful!

Just look how those grains of rice swell up luscious and tender, thanks to nice-and-spicy Hunt's Tomato Sauce.

Hunt's is the *real*, kettle-simmered tomato sauce—not a soup, no starchy thickeners! It's for one purpose—to make your favorite dishes still more flavorful. Get some and try this recipe!

Mix together:

1 lb. ground beef ½ cup raw rice, well washed
3 tbsp. chopped onion ¼ tsp. pepper
¼ tsp. poultry seasoning 1 tsp. salt

Form mixture into 10 or 12 small balls. Brown

them *lightly* in an uncovered saucepan in:

3 tbsp. fat

Drain off excess fat and add:

2 cans HUNT'S TOMATO SAUCE
1 cup water

Cover *tightly*. Simmer 45 to 50 minutes, or till rice is tender. Serve with the flavorful pan gravy. Ummm, but it's good!

Using Hunt's Tomato Sauce is like doubling the number of recipes you can make. How it does brighten up stews, soups, casseroles, leftovers. Costs but a few cents a can!



The Kettle-simmered
tomato sauce

Hunt Foods, Inc., Fullerton, California

Hunt-for the best

For breakfast or dessert . . .



Hunt's Heavenly Peaches

PASADENA FIGHTS OLD BATTLE AS IT GETS NEW SCHOOL HEAD



OUT IN 1950: DR. GOSLIN



AT HEARING, WHERE IT FORESTALLED MOVE TO MAKE WALKUP SUPERINTENDENT, BOARD COPEs WITH HECKLERS AS WALKUP (RIGHT) STANDS GLUMLY BY

BOARD HEARS OBJECTIONS BUT NAMES MAN IT WANTS

Two years ago Pasadena citizens engaged in a furious wrangle over their public school superintendent, Willard Goslin (*top*). An able, well-qualified educator, Goslin managed to alienate many citizens who attacked him as too progressive and his program as too extravagant. The school board fired Goslin (*LIFE*, Dec. 11, 1950), and its action in bowing to pressure brought by extremist groups became a nationally discussed educational issue. The board appointed a conservative junior high principal, Frank Walkup, as acting superintendent and then waited for the storm to blow itself out.

Meanwhile a citizens' survey group had been asked to decide what the schools needed and what sort of man should run them. When it became clear that Walkup was

not the man the committee had in mind, the storm broke out again. Walkup accused the board of downright ingratitude (*above*), and his friends roared that he deserved the job. Hundreds of Pasadenans jammed each meeting to have their say (*next page*). But the board ignored the outcries, voted 4-1 to choose its new superintendent from a list the committee had recommended. With the backing of most of Pasadena, it named Dr. Stuart F. McComb (*right*), a mild-spoken 43-year-old school administrator in nearby Compton, Calif., who is considered a middle-of-the-road educator. Now Dr. McComb faces his first test: a prospective fight on a \$15 million bond issue for new school buildings. If it passes, Pasadena's school system may look forward to a reasonably calm spell.



IN IN 1953: DR. McCOMB



No Other Whiskey... ONLY
FLEISCHMANN'S

GIVES YOU THE



1st
CHOICE
QUALITY

Fleischmann's Superb
 Straight Whiskies
 Blended With Fine
 Grain Neutral Spirits

2nd
 Every drop
90 PROOF
 rich, robust, delicious!

3rd
WINNING PRICE
 America's Greatest Whiskey
 Value!

BLENDED WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS
THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, N. Y.

Pasadena School Fight CONTINUED

CITIZENS SPEAK THEIR MINDS

AGAINST BOARD

FOR BOARD



REALTOR E. R. Monzingo leads the move to oust two board members. "We're stuck with McComb," he said, "but we'll get rid of them."



CLUBWOMAN, Mrs. Arthur Hanisch of local League of Women Voters, reads resolution applauding the board's decision to hire McComb.



EDITOR Paul Leonard hints selection group head is engaged in Communist-front activities, continued fight via mimeographed weekly.



MOTHER of school-age sons, Mrs. W. L. Hoyt, praises board's "courage and devotion." She liked Walkup, deplored "his friends' tactics."



HOUSEWIFE Mrs. Mary Allen is old Goslin opponent who thinks progressive educators are root of evil, "the Politburo of education."



STUDENT Margaret Bennett approves the board's actions: "This is the same kind of democracy that I was taught in Pasadena schools."



MINISTER, Rev. M. H. Reynolds, sees loss in demoting Walkup. "If school board commends him why didn't it give him the job?" he asks.



SOCIAL WORKER, Mrs. Martha Wheelton, got many cheers when she called the opposition "vocal far out of proportion" to its actual size.

A brand-new wonder dessert

—ICE BOX COOKIE CAKE SO SPEEDY-EASY

WITH JELLO PUDDINGS AND PIE FILLINGS AND NABISCO'S NEW COCOANUT BARS!



ICE BOX COOKIE CAKE

1 package Jell-O Chocolate Pudding and Pie Filling
1 envelope (1 tablespoon) unflavored gelatin
1 1/2 cups cold water
1 pint chocolate ice cream

18 Nabisco Snack Size Cocoanut Bars (about 1/2 box)

Combine pudding mix, gelatin, and cold water. Cook according to directions on package for pudding. Cool about 5 minutes; stir once or twice. Then add ice cream, stir until melted. Chill 10 to 15 minutes, or until slightly thickened.

Arrange 6 cookies in the bottom of a greased 9 x 5-inch pan. Spoon one-third of the pudding over the cookies. Then place 12 cookies on top of pudding and 4 cookies against both long sides of pan. Continue layering pudding and cookies, making 3 layers of each. Chill until firm (at least 1 hour). Unmold. Garnish with whipped cream. Makes 8 servings.

Substitute Jell-O Butterscotch, Coconut Cream, or Vanilla Pudding and Pie Filling with vanilla ice cream, if desired.

Never has there ever been an Ice Box Cake as grand and glorious as this prize beauty!

And that's only half the good news! This one is easy—and we mean *easy*! Take a peek at the ingredients and right away you'll guess why!

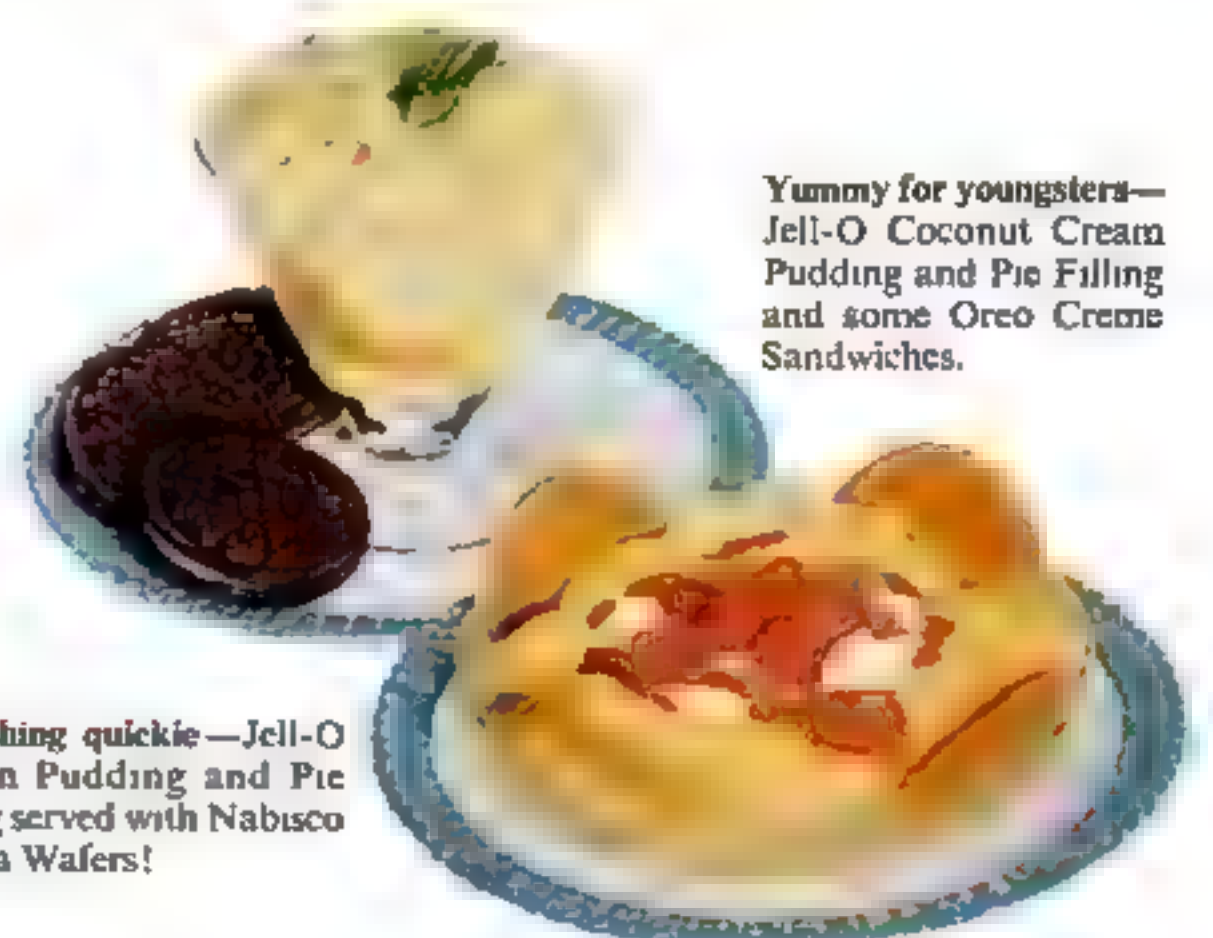
Jell-O Puddings and Pie Fillings are famous shortcuts to grand desserts—and with the new, *crunchy-good* Nabisco Cocoanut Bars—well, words can't describe this new *easier* Ice Box Cake. You'll just have to taste for yourself!



NABISCO
COCOANUT BARS

**JELL-O Puddings
& Pie Fillings**

Refreshing quickie—Jell-O Lemon Pudding and Pie Filling served with Nabisco Vanilla Wafers!



Yummy for youngsters—Jell-O Coconut Cream Pudding and Pie Filling and some Oreo Cream Sandwiches.

JELL-O IS A REGISTERED TRADE MARK OF GENERAL FOODS CORP.



THE RAKISH 1953 STUDEBAKER STARLINER RIDES ONLY 56 5/16 INCHES ABOVE THE ROAD. THIS ENABLES IT TO TAKE SHARP CURVES EASILY AT HIGH SPEEDS



THE LUSH CADILLAC CONVERTIBLE, EL DORADO, IS THE MOST LUXURIOUS AND MOST EXPENSIVE (\$7,196) STANDARD MODEL MADE BY GENERAL MOTORS

CARS-TO-COME HOG LIMELIGHT

They have a flashy, foreign look

This midwinter, with their traditional hulla-baloo, U.S. auto makers whipped the wraps from their 1953 models. What they unveiled was a line of slick new machines that bore the unmistakable influence of the foreign-styled sports car. Faced with new competition and a change in U.S. taste, the manufacturers had bowed in the direction of the sporty, speedy German, Italian and British cars which U.S. drivers have been buying by thousands. Even the standard American models with their power steering, power brakes, power-raised aerials and power-adjusted seats, had something of the sports car under their hoods. Lincoln shifted to a four-barreled carburetor, and Cadillac led the horsepower race with a mighty 210.

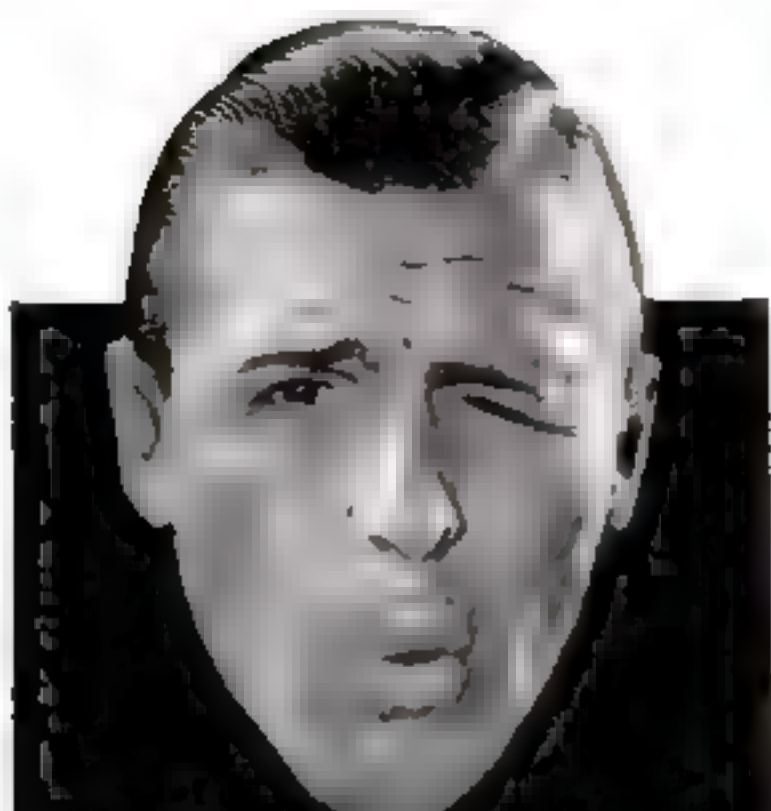
What really stole the show, however, was not the production models but a collection of all-out sportsters, long, low and flashy autos that were still experimental and, when produced, would be bought only by those who could pay for fun and excitement. Boldly combining their looks with everyday utility, Studebaker took the year's biggest gamble and announced it was going into full production with a car (top, opposite page) which most thought the sportiest standard car since the '37 Cord.



A GERMAN PORSCHE, WHICH INFLUENCED STUDEBAKER DESIGN, SITS AT STUDEBAKER PROVING GROUNDS



CHRYSLER "SPECIAL" IS A PURELY EXPERIMENTAL MODEL BUILT IN ITALY. IT IS ONLY 66 INCHES HIGH, HAS VENTS IN HOOD FOR ITS AIR-CONDITIONING UNIT



**Relieve the
PRESSURE of
Neuralgic Pain!**

• When the tense, pressing agony of neuralgic pain strikes, you want relief in a hurry. And here's a way for you to get it—quickly, easily, effectively.

Doctors generally will tell you that neuralgic pain may be largely caused by pressure. Sensitive nerves are irritated. Local areas become tender and swollen. That torture you feel is simply Nature's call for help.

You can get blessed relief—fast—by rubbing Absorbine Jr. on the sore, swollen areas.

Absorbine Jr. actually helps to counteract the pressure which may be causing your misery. At the same time, it warms and soothes those throbbing pain spots. The speed with which it works will amaze you.

Used by thousands

Thousands rely on Absorbine Jr. for its quick, comforting relief from neuralgic and rheumatic pain, and from sore, aching muscles.

Before the next attack of neuralgic pain—get Absorbine Jr. Only \$1.25 a long-lasting bottle at all drug counters.

W. F. Young, Inc., Springfield, Mass.

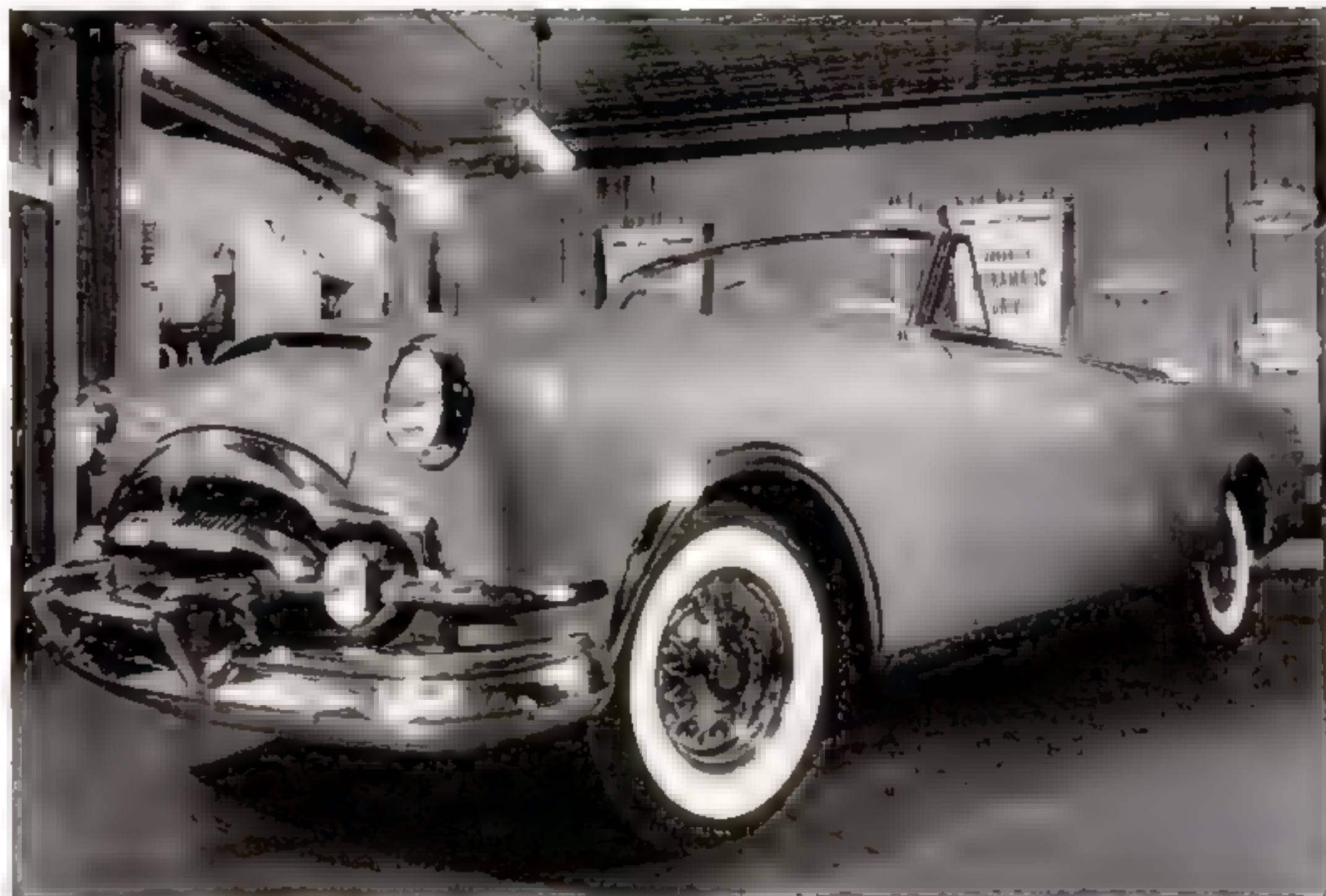


Send for FREE sample today

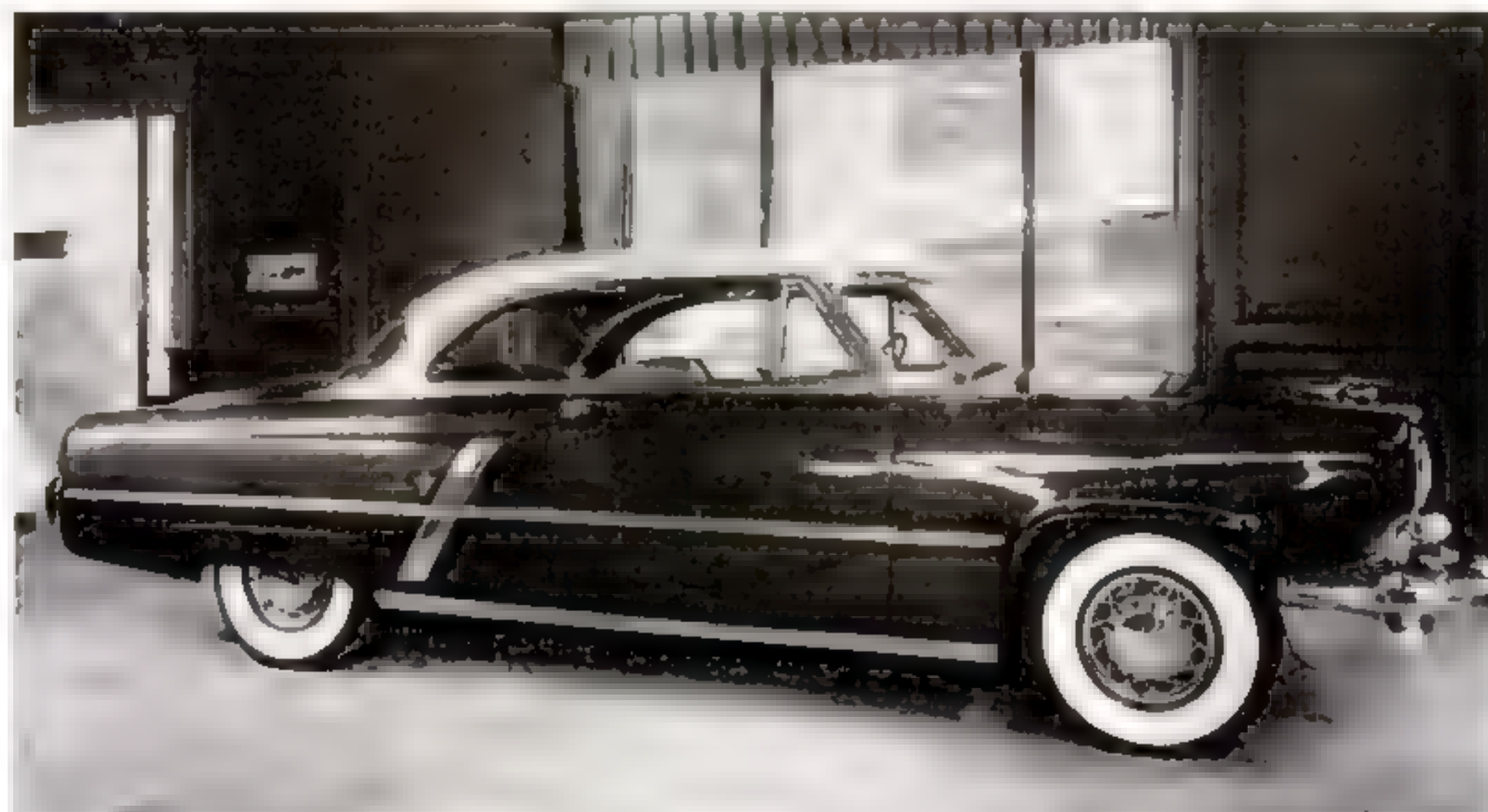
ABSORBINE Jr.

W. F. Young, Inc.
202 Lyman Street, Springfield 3, Mass.
Please send me a Free sample bottle of Absorbine Jr.—postpaid.

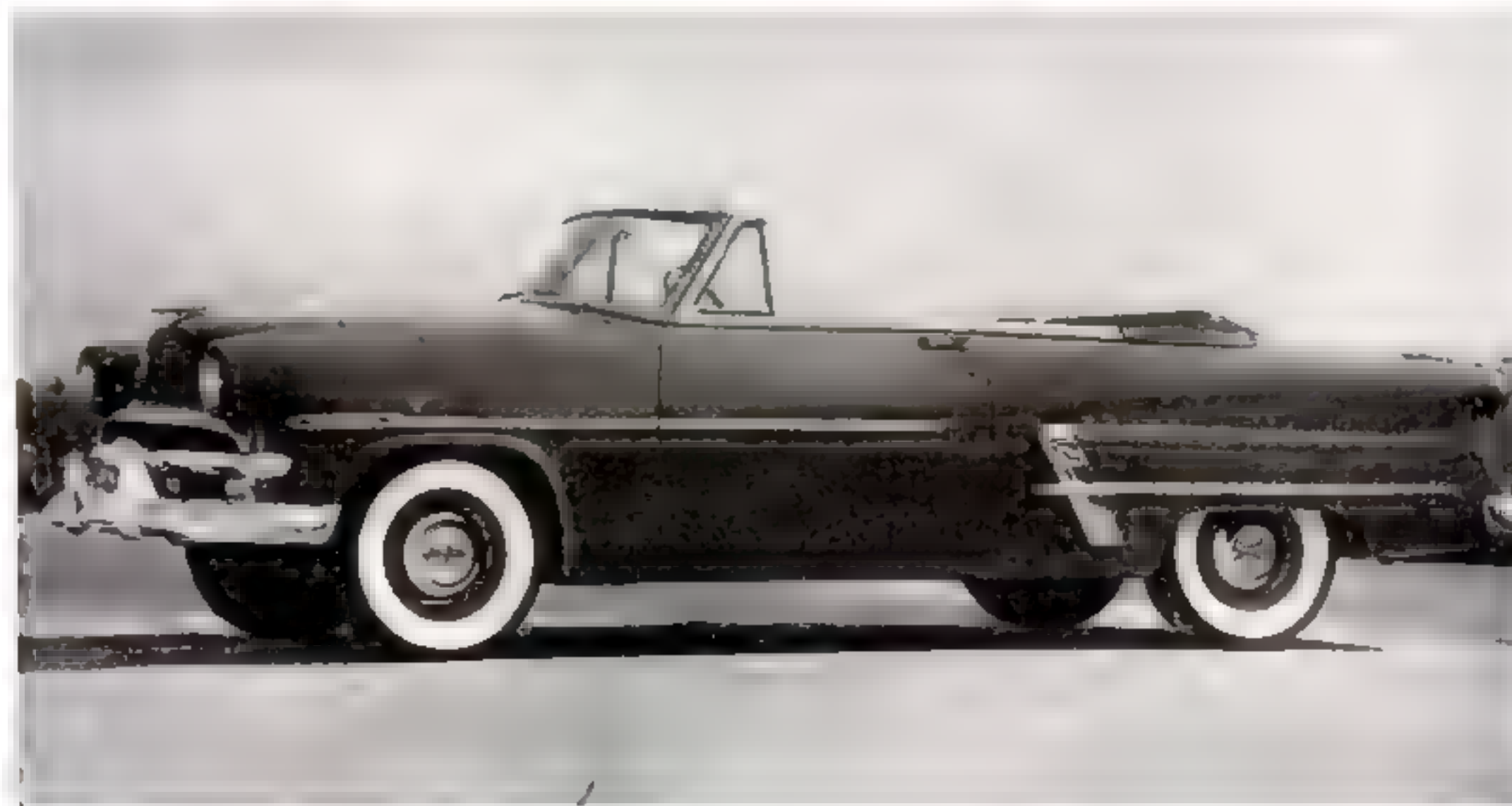
NAME _____
ADDRESS _____
CITY _____ STATE _____



PACKARD'S NEW CARIBBEAN IS BASED ON ITALIAN DESIGN, HAS A 180 HP ENGINE AND AN AIR SCOOP ON ITS NOSE



LINCOLN'S CAPRI COMES EITHER FULLY CONVERTIBLE OR IN HARD-TOPPED MODEL SHOWN ABOVE. IT HAS 205 HP



FORD'S CRESTLINE SUNLINER IS A SIX-PLACE CONVERTIBLE, SHOWS LESS EXTREME CHANGE IN DESIGN THAN MOST

CONTINUED ON PAGE 42

An Advertisement by Hiram Walker



EVER SEE A SCALE MODEL OF A MAN'S KIND OF FUN ?

Someday, you'll build. And like the men above, admiring a miniature version of their host's new weekend cabin, you'll find you can have a lot of fun with a scale model. The roof comes off; the walls move around; and your building plans really take shape. It's quite an idea, as many a new home builder has found.

Did you notice that the host here has had another good idea? And

one that you can enjoy immediately? On the table, in easy reach, is the very model of an excellent whiskey.

Imperial is its name. And Hiram Walker is its maker. And it is so pleasantly smooth, so truly good-tasting, that men like yourself have made Imperial one of America's very largest selling whiskies.

Wouldn't you like to try some soon?

JUST TELL THE MAN YOU WANT IMPERIAL

BLENDING WHISKEY. 86 PROOF. 70% GRAIN NEUTRAL SPIRITS. HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

"I drink all the coffee I want..."



"I get all the sleep I need!"



**DON'T STOP DRINKING COFFEE...
JUST STOP DRINKING CAFFEIN!**

YOU KNOW the effect caffeine has on delicate nerves, causing tension and sleeplessness. Yet caffeine doesn't add one bit of flavor or fragrance to your coffee.

So wouldn't you be wise to try New Extra-Rich Coffee? You'll sleep better at night. You'll feel better and *think* better during the day. And you'll get all the fragrant, flavorful coffee goodness of 100% choice coffee!

Taste New Extra-Rich Sanka Coffee

today—hot, fresh, made good and strong. Don't be surprised if you like it *better* than the coffee you've been drinking!

Products of General Foods



DELICIOUS IN EITHER
INSTANT OR REGULAR FORM

**New
Extra-Rich SANKA COFFEE**

It's delicious! It's 97% caffeine-free! It lets you sleep!

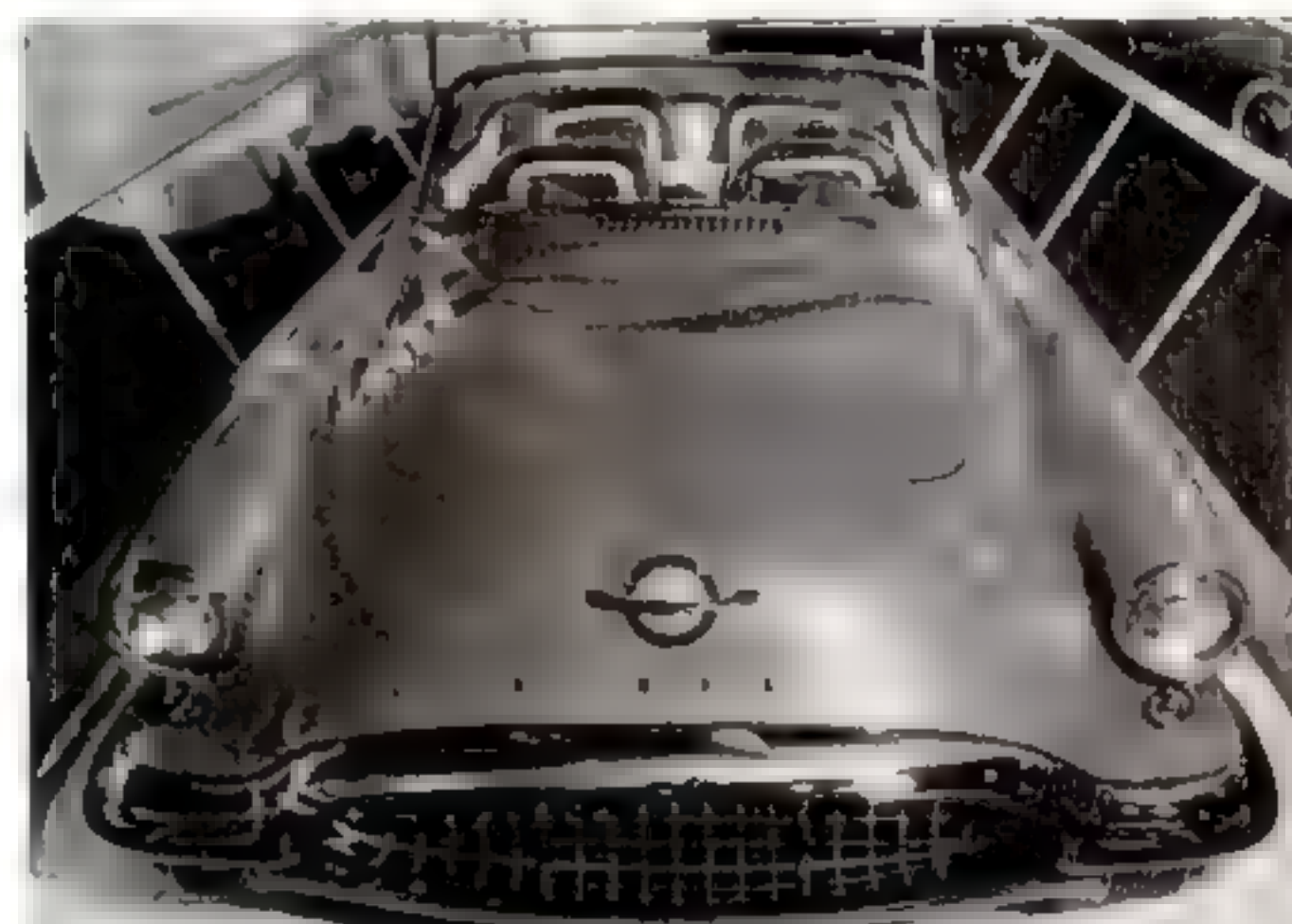
New Autos CONTINUED

NOT TOO FAR IN THE FUTURE

This year General Motors, the world's biggest auto maker, plans to turn out three million cars in its more conventional lines. To please the more sedate it is experimenting with an automotive throwback—a Pontiac landau called La Parisienne upholstered in pink with places for both chauffeur and footman. But in its bid for the sports car market, General Motors has seven models already built, among them the three shown below. Still experimental, these three models now have plastic bodies but will probably eventually be produced in steel. First to hit production, perhaps in July, will most likely be the Chevrolet.



CHEVROLET CORVETTE has souped-up 160 hp Chevy engine, will do 100. It seats two people, has exposed rear wheels, unconventional humpers.



OLDSMOBILE STARFIRE has 200 hp, dual radio antenna, trap-doorlike hood. It will seat six people if the wide armrests between the seats are raised.



BUICK WILDCAT seats three, has thin rear fenders, a wide, sloping back. It is black, with green leather. Front hubcaps stay stationary as wheels turn.



You darling!

You remembered . . . and a heart spins with joy for your thoughtfulness.

That's the special glow that Valentines always bring.

And it's yours to share with those you love,

both young and old, when you send

GIBSON
Valentines

... so they'll know you sent the very finest

The Gibson Art Co. • Cincinnati, O. • Publishers since 1850



New! Pillsbury Angel Food CAKE MIX

*Angel Food as fine
as the finest home-recipe cake...
so delicate in flavor, texture and
aroma you have to eat it to believe it*

Contains the whites of 13 eggs... Water is All you add

Now look what you can do! You can now make
the most elegant angel food cake you ever saw
without a bit of fuss or fear. Pillsbury makes
it really easy for you—and sure!

Complete—All of the finest ingredients you
can put into angel food are in the package.
No eggs to separate. No yolks left over.
You get more than a dozen egg whites
(13 to be exact) in easy-to-whip form.

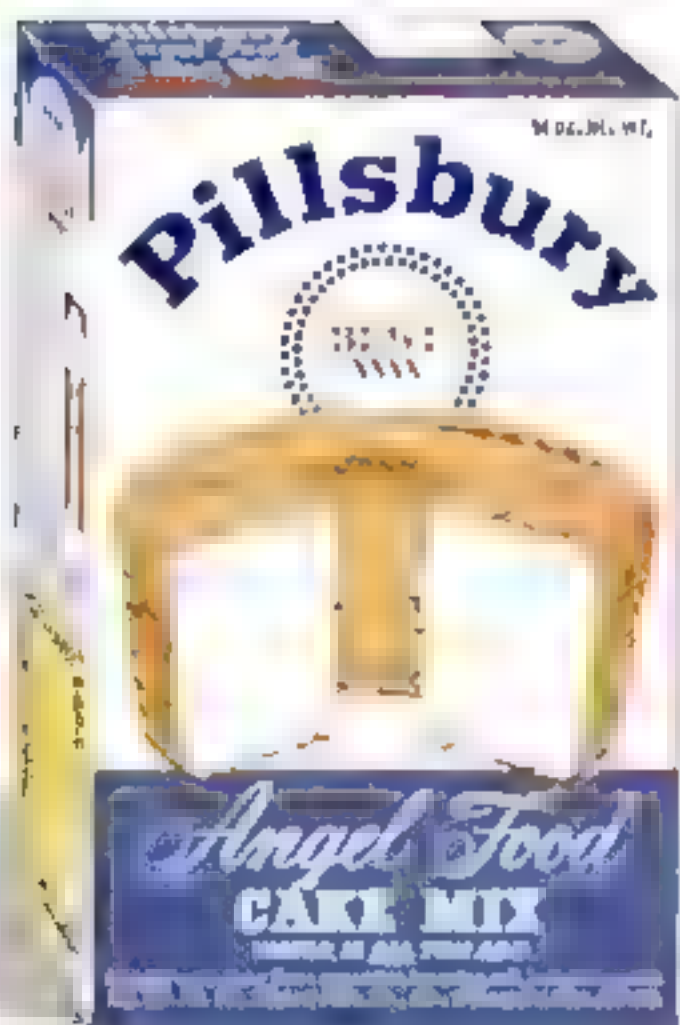
Water is all you add

Easy to make—Anyone can do it. Simple
directions right on the package.

Costs 25% less than the average
fine home-recipe angel food cake.

Why don't you forget those old
bugaboos about how hard angel
food is to make and see how
beautifully easy it now can be.

Just remember to get yourself some
new Pillsbury Angel Food Cake Mix
right soon.





A BAD PRODUCER (KIRK DOUGLAS) TELLS OFF A BEAUTIFUL STAR (LANA TURNER) IN A SCENE WHICH WAS GENERALLY APPROVED BY PREVIEW AUDIENCES

THE CUSTOMER IS THE BOSS

'Sneak' allows man on street to edit 'The Bad and the Beautiful'

A Hollywood feature picture, like M-G-M's *The Bad and the Beautiful* (budget: \$1.5 million), passes under the eye of a hierarchy of technicians and moguls as it is being put together: the cutter, the writer, the music supervisor, the director, the producer, executive producer and frequently the executive producer's wife. But after all these a final authority is consulted: a crowd, the more nondescript the better,

drawn off the streets by a theater marquee promise of a MAJOR STUDIO PREVIEW.

Most "sneaks" are given within two hours' drive of Los Angeles, and the audience is practically a semiprofessional one. But its word is close to law. If it yawns at a blow or laughs at a kiss, offending footage almost always comes out. To see what a sneak audience thought of *The Bad and the Beautiful*, turn the page.



FILM MAKERS WAIT ANXIOUSLY FOR RESULTS

We would appreciate your aid in filling out this questionnaire.

PREVIEW

"THE BAD AND THE BEAUTIFUL"

1. HOW WOULD YOU RATE THE PICTURE?

☐ OUTSTANDING ☐ EXCELLENT ☐ VERY GOOD ☐ GOOD ☐ FAIR

2. HOW WOULD YOU RATE THE PERFORMANCES OF THE FOLLOWING?

LANA TURNER as Georgia Lorrison ☐ Excellent ☐ Good ☐ Fair

KIRK DOUGLAS as Jonathan Shields ☐ Excellent ☐ Good ☐ Fair

THIS IS THE TOP PORTION OF THE QUESTIONNAIRE DISTRIBUTED AT THE SNEAK PREVIEWS

Looking for Something?




MEN'S CLOTHING




**FOR HOME OR BUSINESS NEEDS
LOOK IN THE
'YELLOW PAGES'
OF YOUR TELEPHONE DIRECTORY**



AUDIENCE AT PACIFIC PALISADES THEATER FILLS OUT CARDS. BELOW: THE MOST COMMON ADVERSE CRITICISM



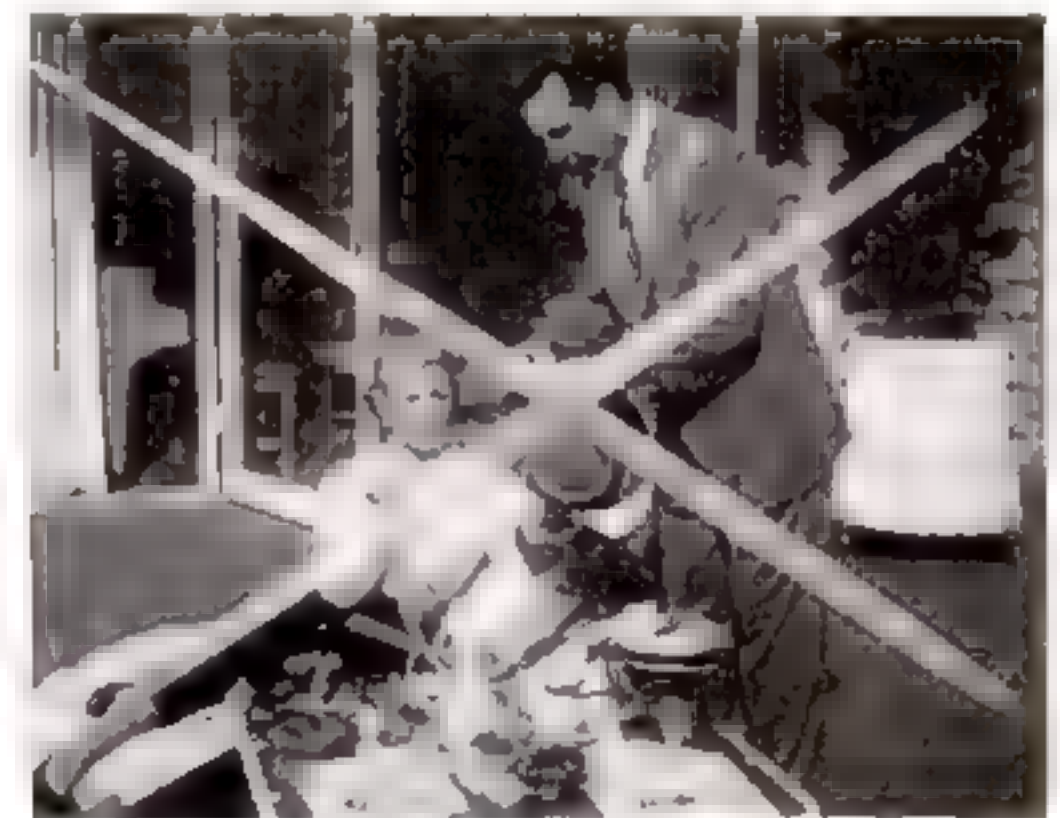
HERE ARE SOME SCENES AUDIENCE KNOCKED OUT

The preview audiences generally were delighted by the lush melodramatics of *The Bad and the Beautiful* (the story of a ruthless Hollywood producer), but they tended to get restless. Though a majority of the cards rated it from "very good" to "outstand-

ing," there were many complaints that it was over-long. To shorten and tighten it up, director and producer went back over the whole film, snipped out 12 minutes' worth of scenes (below) which audiences had found unprobable or repetitious or merely dull.



BEACH SCENE was cut out when ocean backdrop was considered "too obviously fake" by eagle-eyed previewers.



MEETING of Dick Powell and Lana Turner was judged repetitious because he meets her again soon afterward.



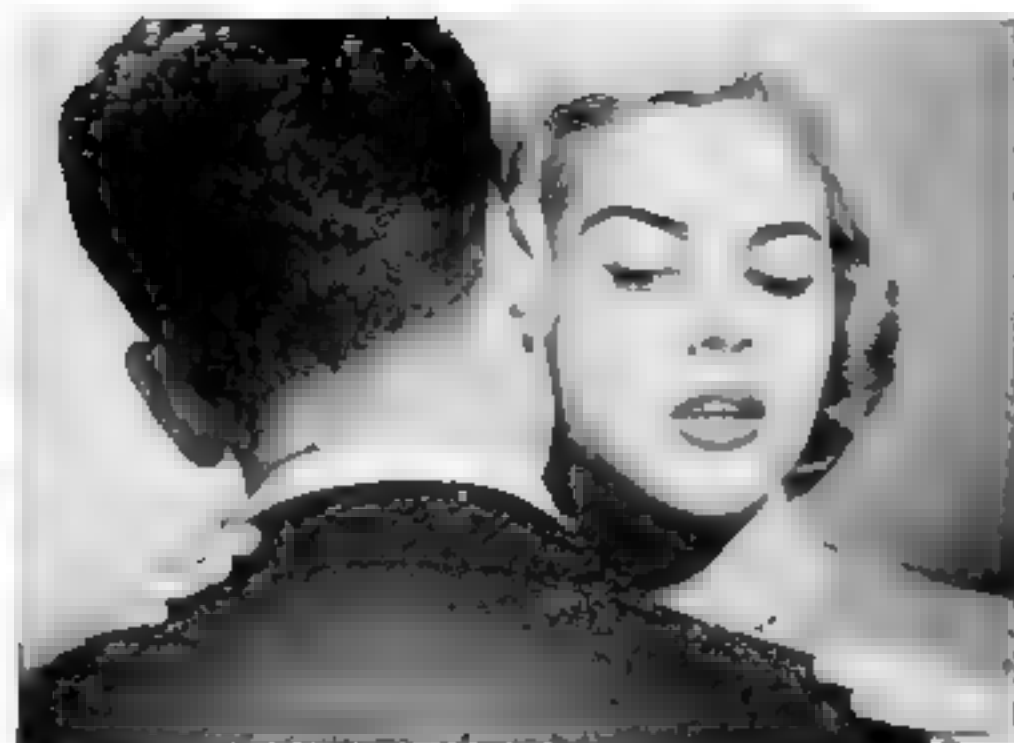
HELICOPTER FLIGHT to find crashed plane seemed anticlimax after revelation of crash in newspaper headline.



PARIS ROOM from which Kirk Douglas phones disappeared. Showing other end of conversation proved enough.

CONTINUED ON PAGE 48

DANDRUFF



Any dandruff that shows on your shoulders is excessive dandruff . . . you're wise to see your scalp gets suitable care.

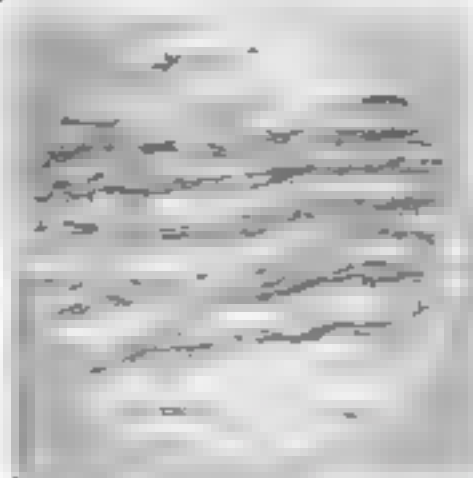
Why it may be "the beginning of baldness" . . .

We don't claim miracles. We can't prevent baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Those unsightly dandruff "snowflakes" on the shoulders of your suit may be more than just a nuisance and an embarrassment. Excessive dandruff reveals a strong possibility that you will be at least partially bald in years to come.

There is more than one kind of baldness in men. And dermatologists differ in their views as to causes of baldness. But dermatologists do agree that the condition symptomized by excessive dandruff *does* frequently lead to baldness.

How can you tell when you have excessive dandruff? A reliable indication is, dandruff so thick that flakes of it "snow" down on your shoulders.



1ST STAGE

Spores of Malassez in a case of ordinary dandruff.

Seborrhea

What causes excessive dandruff? It commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale* and the *Bottle Bacillus*.

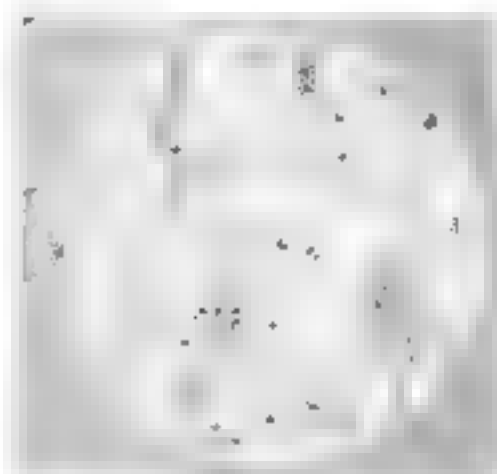
But whatever the basic cause of seborrheic dandruff may be, in most men who have it the disease progresses through three more or less distinct stages.

First stage: dry white scales

In the first stage of seborrhea, the familiar dry white scales flake off your scalp, many of the flakes dropping to your shoulders.

Second stage—and "thinning hair"

The second stage of seborrhea is characterized by moistness and stickiness of the flakes on the scalp. They may be heaped up in considerable amounts. There may also be some scalp inflammation. In many cases, hairs begin to die, before they reach full



2ND STAGE

Scales become sticky. Microbacilli shown may be present.

growth . . . your hair has begun to "thin," so subtly that at first you may not notice it.

Third stage—and baldness

In the next condition that develops, more often than not, the glands at the roots of your hair overproduce a fatty substance called sebum. The sebum rises in the tiny pocket or follicle that encases the root of each hair. The root may be "choked" with fatty sebum and dead cells from the glands and follicles, and accumulated dirt. In a large percentage of cases, this condition seriously interferes with hair growth . . . and the result is increasingly "thin" hair, often baldness.

What can you do?

When you understand this progression of scalp disease, you realize why excessive dandruff has been called "the beginning of baldness." You realize the danger of neglecting excessive dandruff, or only taking half measures.

One factor to watch is your general health; if you're "run down" you should see your doctor—otherwise,



3RD STAGE

Microbacilli shown may be present. Hair growth may be affected.



excessive dandruff may persist in spite of anything you may do. The other important factor is to give your hair and scalp the right kind of care.

A scalp hygiene program: the Kreml Method

Here is a program designed to clear out your present crop of dandruff flakes. It is called the Kreml Method. It is simple, it is easy—and it has helped thousands of men.

The Kreml Method of scalp hygiene is used professionally by leading barbers and hairdressers. The famous Charles De Zemler of New York, formerly personal barber to European royalty, has used the Kreml Method for years.

You yourself can give your scalp the wonderful benefits of the Kreml Method, in your own home.

Start this program tonight

Today, get a bottle of Kreml Hair Tonic. And make sure you have a good shampoo on hand.

Tonight, start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Now, massage your scalp vigorously.

As you massage, shake on more Kreml Hair Tonic. You will enjoy the cool feeling of stimulation that tells you Kreml Hair Tonic is going to work.

Next, apply shampoo to your hair. Work up a thick lather—*without putting any water on your head*. If you have put enough Kreml on your hair, that's all the shampoo needs to make a good lather.

Now, rinse with water. Lather again. Rinse.

Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it into hair—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—and comb your hair in place.

Kreml Hair Tonic contains just enough oil to hold your hair the way you like it. There's no greasy, plastered-down appearance. Your hair looks good in a natural way.

Improvement should come quickly

After just the one Kreml-and-shampoo treatment, plus continued daily use of Kreml, you will almost certainly notice a gratifying improvement in the condition of your hair and scalp. In many cases, that is all that's needed. In more stubborn cases, it may be necessary to repeat the Kreml-and-shampoo treatment within two or three days.

The Kreml Method is not offered as a substitute for the services of a dermatologist. If the condition of your scalp is such that you feel you ought to consult a dermatologist—do so at once. But if you simply want a good home method of scalp hygiene—try the Kreml Method. See what it can do for you.

Inhibits growth of Spores of Malassez

Certain ingredients of Kreml Hair Tonic inhibit the growth of bacilli and of the Spores of Malassez.

There is no known permanent "cure" for seborrheic dandruff. But you should exercise every precaution by a suitable program of regular scalp hygiene. That is the basis of the Kreml Method.

Kreml Hair Tonic was perfected over 25 years ago. Millions of men use it and go on using it, because Kreml Hair Tonic gives the kind of results they want. They have told us so in thousands of letters!

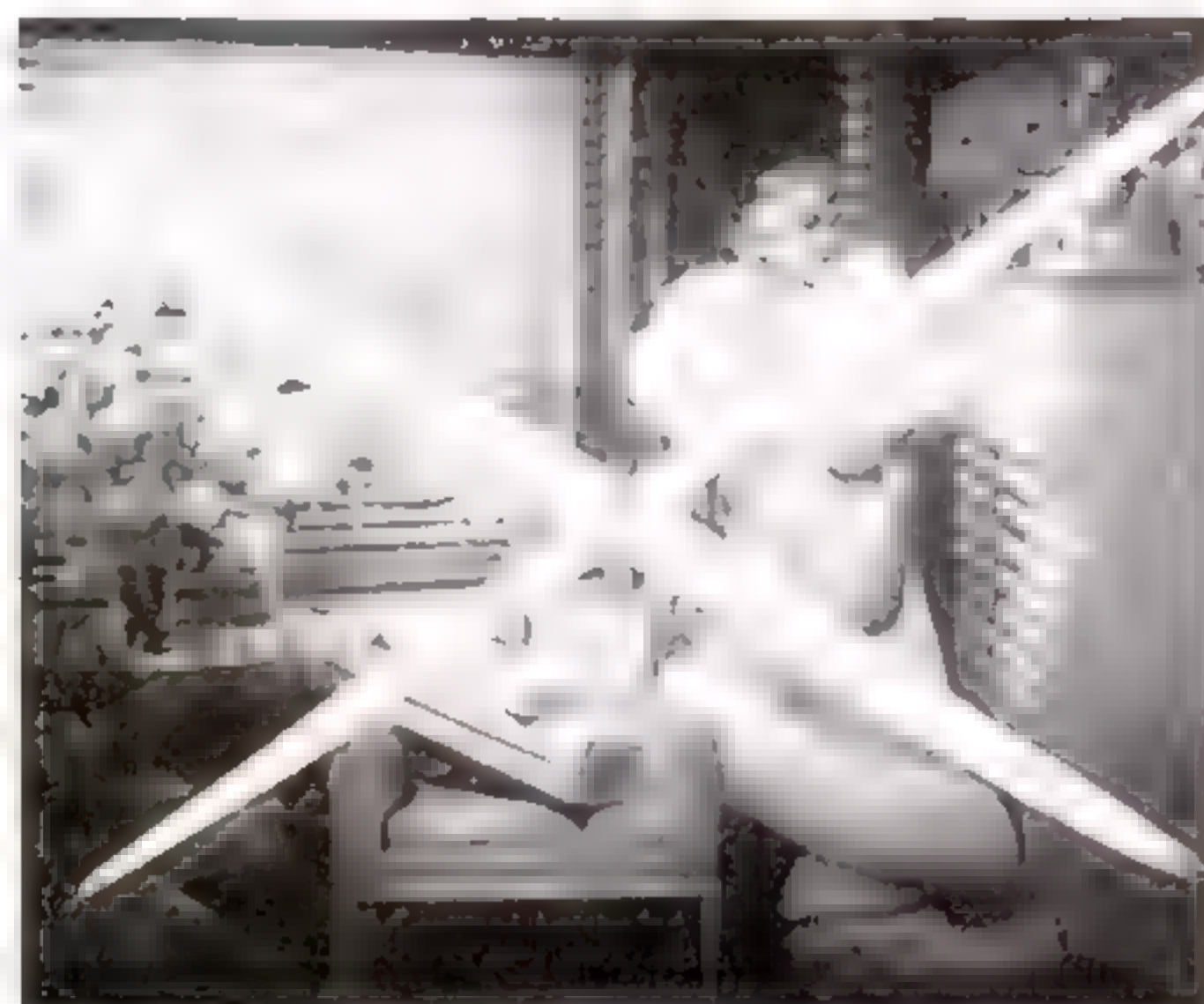
Money-back offer

Try the Kreml Method faithfully, and, if you are not entirely satisfied, write the J. B. Williams Company, Glastonbury, Conn. Send us the label from your Kreml Hair Tonic bottle—tell us what you paid for it—and we will gladly refund your money.

Visit your drug counter today. Ask for a bottle of Kreml Hair Tonic. And if you haven't a good shampoo on hand—buy one. We recommend our own Kreml Shampoo—we know it's good. Starting tonight, go after your dandruff with the Kreml Method of scalp hygiene. See how quickly your hair and scalp feel better and look better! **Kreml Hair Tonic**

• WHICH SCENES IF ANY DID YOU DESIRE?

That the "near wreck" scene with Pergea was good, consequently the scene immediately following seemed rather incongruous — Pergea wasn't puffed & disheveled at all!



BIGGEST COMPLAINT was made on scenes following one in which Lana Turner's heart is broken. She goes on a hysterical ride through a storm (top) which some previewers thought was too harrowing but majority found exciting. But almost everyone disliked the abrupt shift to scene (middle picture) which showed her with impeccable hairdo as she was having a drink. It was cut to a later scene giving a more somber view of Lana's face (bottom).



Feed your dog like these Dash-fed champions!

International Champion Aristo von Marienlust and his son, Candidate, another Dachshund champion, are photographed with handler Dorothy Hardy. You can see why these two dog show veterans win ribbons. Their sleek coats, happy dispositions, and all-around good health—the very things that impress you—impress judges, too. Dash has done its job well. And, with Dash, your dog will be as well-fed as these famous champions. Dash is fortified with liver, the richest of all meats in proteins, vitamins and minerals. Why not see how much Dash will help your dog?

Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—Stops Doggy Odors

A product of Armour and Company





Blue Points and Blue Ribbon!

...every lover of seafood will appreciate the taste companionship of luscious oysters-on-the-half-shell and smooth, sociable, satisfying Pabst Blue Ribbon. For you who seek new adventures in good taste and good living, Pabst Blue Ribbon is a welcome discovery that opens up a whole new world of beer enjoyment.

Try this . . . for one week . . . make Pabst Blue Ribbon *your* beer. When you find out how much you've been missing—your one week's trial of Pabst Blue Ribbon will stretch into a lifetime of beer enjoyment.

DRINK PABST BLUE RIBBON . . . satisfy your thirst for better beer!

FOLLOW PABST BLUE RIBBON BOXING BOUTS . . . EVERY WEDNESDAY NIGHT ON TELEVISION . . . CBS NETWORK. Copr. 1953, Pabst Brewing Company, Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.

If you can hang a picture



you can install

NEW, SENSATIONALLY BEAUTIFUL KELVINATOR CABINETS

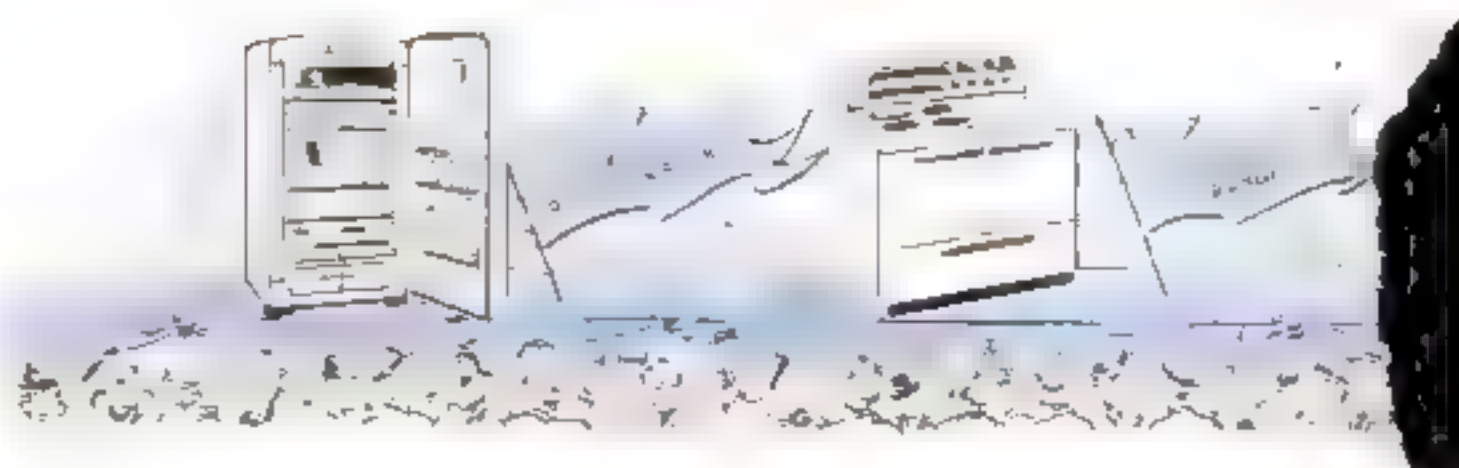
**With Advanced New Styling, Exclusive Sliding Glass Doors, Rounded Edges,
Contour Design! Install them yourself and save!**



WHETHER you want merely a few feet of additional shelf space or a complete kitchen modernization, you can do it yourself with Kelvinator cabinets. "Pantryettes" are hung just like pictures. The only tools required are a hammer and screwdriver. Now you can *afford* to modernize your kitchen! Just attach hanger strip to wall studding and put the "Pantryette" over hanger. That's all there is to it. Base cabinets slide into place just like furniture.

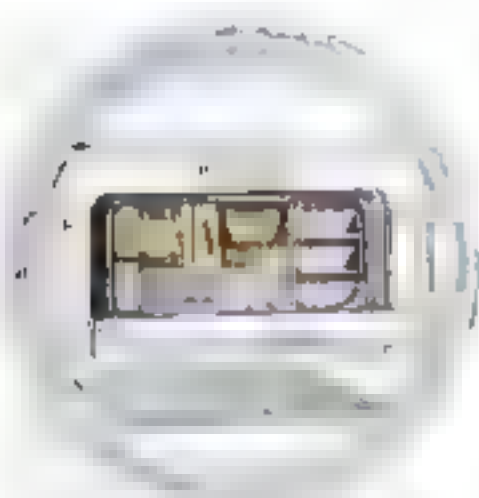
Pantryettes are hung like pictures on special wall brackets.

• Patent applied for
•• After minimum down payment





YOU CAN HAVE the newest, most advanced kitchen cabinets of today in your home for far less than you realize with these all-new Kelvinator cabinets. And these are the finest quality cabinets ever . . . with exclusive up-to-the-minute features that make ordinary cabinets obsolete. Made of heavy-gauge steel with lifetime baked enamel finish . . . can't warp or crack . . . never need repainting. Pantryettes have rounded edges, sliding glass doors, sloping fronts to allow more headroom with no danger of head bumps. Base cabinets have "contour-front" design to provide ample knee and toe room. You can choose counter tops of either linoleum or Formica in many beautiful colors. See the complete Kelvinator kitchen including cabinet sinks, "Rotashelf" corner units and "Electro-Drain" garbage disposers, at your dealer's now.



SEE THE ALL-NEW 1953 KELVINATOR REFRIGERATORS! Ten sensational new models. And look at these new features: "Magic-Cycle" Defrosting—Roll-Out Dairy Shelf—Giant Freezer Chest that holds up to 70 pounds of food—Storage Shelves in the Door—Built-In Butter Chest—Moisture-Seal Crispers—Colonial Blue Interior Trim—Cold-Clear-to-the-Floor Design. And you can have a beautiful new Kelvinator Refrigerator in your kitchen for as little as \$2.14** a week! Much less if you have a trade-in.



SEE THIS COMPACT RANGE WITH "GREAT SCOT" OVEN! This new 1953 Kelvinator Electric Range is no wider than a card table—takes up only 30 inches of space—yet its oven is a whole roast wider than most! Automatic cooking, too! Have your dealer show you all the new 1953 Kelvinator ranges. Models to fit every kitchen and budget. Double-Oven Ranges . . . Standard Ranges . . . all have Kelvinator's new High-Speed Heat! Surface units get red hot in seconds! Ovens heat to 350 degrees in 5 minutes! Seven controlled heats instead of the usual 5. Enjoy all the convenience of Kelvinator cooking for only dimes a day.

GET KELVINATOR'S KITCHEN PLANNING GUIDE

This handy, colorful booklet tells you how to plan your kitchen for utmost efficiency and convenience. Tips by trained home economists show you how proper kitchen planning saves steps, conserves your energy, and makes meal preparation much easier. Send coupon and 10¢ in coin for your copy.

Kelvinator Division, Nash-Kelvinator Corp., Dept. L-23, Detroit 32, Mich.

Please send me my copy of Kelvinator's Kitchen Planning Guide. I enclose 10¢ to cover costs of handling.

NAME _____

ADDRESS _____

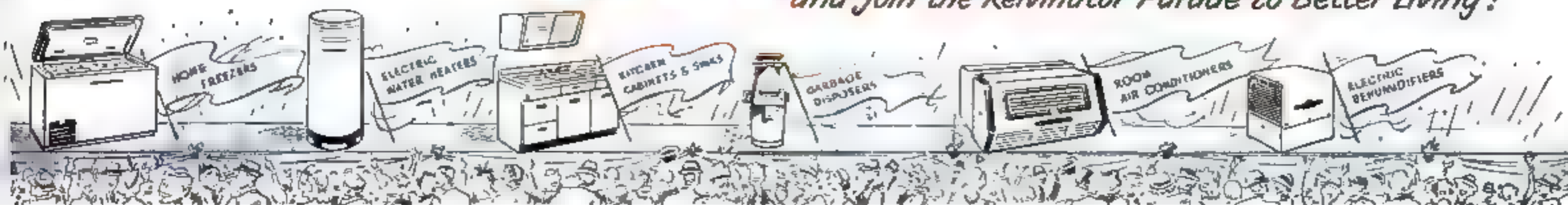
CITY _____ ZONE _____ STATE _____



LOOK AT THE FEATURES... LOOK AT THE BEAUTY... LOOK AT THE PRICE...

IT'S TIME TO GET **Kelvinator**

and join the Kelvinator Parade to Better Living!



Two in the Front Row ...Center

Just a few teeth—and it's time to start your little hero (or heroine) on Gerber's Junior Foods! And what could please him more? For Gerber's, who make baby foods and nothing else, know exactly how to chop these foods into easy-to-manage bits just right for babies learning to chew.



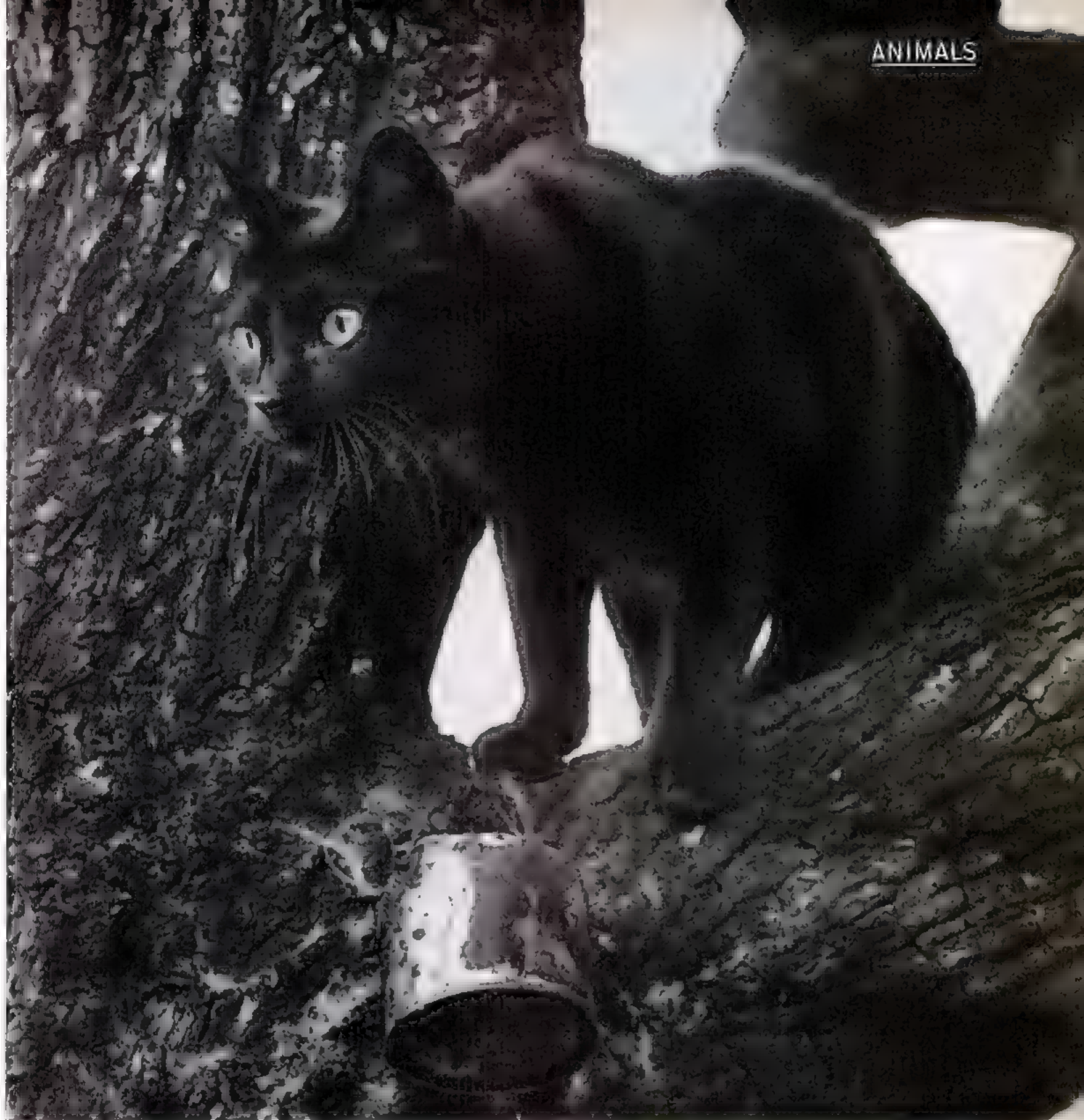
Appealing Performance! Your teething toddler will find lots to enjoy about Gerber's Junior Foods, besides their tender texture. The delicate, true flavors, for instance . . . and the appetizing, true colors. (Hint: Mixing baby's favorite strained food with the same kind of Gerber's Junior Food, for a couple of days, eases him extra-gently through the new texture-experience.)



All-Star Cast! Gerber's Junior Foods come in the delicious variety your thriving youngster needs—fruits, vegetables, soups, meats, desserts! They're made with wholesome, fresh ingredients...carefully processed for high retention of natural food values.



Gerber's Baby Foods, Fremont, Mich., Oakland, Calif., Rochester, N. Y., Niagara Falls, Can.



MINCHA, THE UNSOCIABLE CAT, CROUCHES ABOVE A CAN WHICH SOLICITOUS MILKMAN HAS HUNG ON NAIL IN FORK OF TREE AND FILLS EACH DAY WITH MILK

THE CAT THAT WON'T COME DOWN

She went up a tree in Buenos Aires more than five years ago and has stayed up there ever since

On Oct. 5, 1947, a yellow-eyed black cat scampered up a 40-foot-high tree in a residential section of Buenos Aires. Several people in the neighborhood remember the exact date but no one is quite sure why the cat went up the tree. One story is that a gang of rowdy kids tied cans to her tail; another is that she was kicked by

a drunk. Whatever the reason, the cat has never come down from the tree.

Despite heat and cold, despite storms that have ripped limbs from her tree, even despite maternity, the cat has stuck tenaciously to her hermitage. Several people have tried, by feeding her, to break down her standoffishness, and

one benefactor, a milkman, has affectionately named her "Mincha." When hungry, Mincha will accept food but has never shown any affection for her benefactors. At least three times during the five years she has given birth to litters of four kittens, but each time her babies dropped to the sidewalk below and were killed.

KEEP

the power you bought!

CAR HARD TO START when your engine is cold? If so, there's an easy way to help.

Change your oil now . . . and put in a brand of 100% Pure Pennsylvania Motor Oil. It's made from Nature's finest crude oil.

ASK for a brand of

100% Pure PENNSYLVANIA Motor Oil

PENNSYLVANIA GRADE
CRUDE OIL ASSOCIATION
Oil City, Pennsylvania



FEEDING CAT, Señora Adela J. de Arnejo, who lives in an apartment directly in front of the tree, uses wooden pole to hand some food up to Mincha.

WIRE FORK is Eusebia Ramirez' utensil for feeding the cat. She always sniffs a sliver of meat before offering it to make sure that it is not spoiled.



HER DAILY MILK is poured for Mincha by Irineo Vaccari, who then hangs it up with pole. He has fed her conscientiously every morning for four years.

RELIEVES PAIN OF HEADACHE NEURALGIA NEURITIS

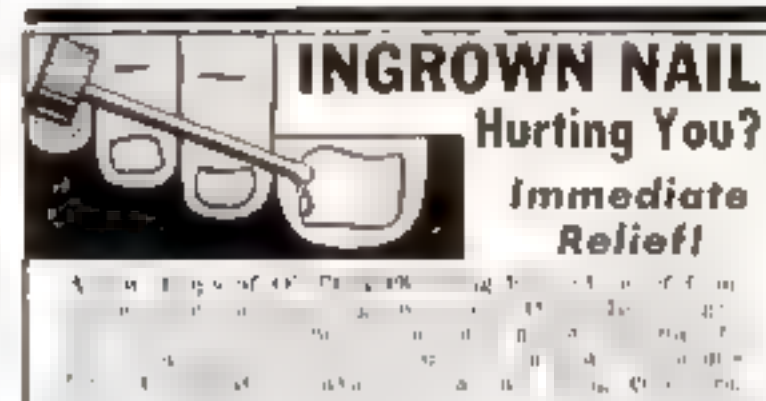
FAST

The way
thousands of
physicians
and dentists
recommend



Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give **FAST, LONG LASTING** relief. Don't wait. Buy Anacin today.



INGROWN NAIL

Hurting You?
Immediate Relief!

ON THE FAMILY
FOR GENERATIONS

E-Z

UNDERWEAR & HOSIERY
FOR INFANTS, CHILDREN
MEN & WOMEN

POPULAR FAVORS FOR
CHILDREN'S PARTIES—
HEALTHFUL **SUN-MAID**
RAISINS!



First Choice
The
World Over!

Ask Your Grocer For The
SUN-MAID THRIFT 1-PAK—
Six Handy Pocket Packs At Today's New Low Price!



2,000,000 more of you to feed each year

These smiling, reflective, howling American citizens are part of the two million people added to the U. S. every year. Our country is growing that fast.

Two million more mouths to feed each year could, in time, mean meat shortages for your family.

Already, the farmer has done a lot to avert this threat. He's producing more on

his busy acres; with machinery, with better breeds and, now, with lifesaving antibiotics such as aureomycin.

The discovery that an aureomycin supplement would help poultry to grow healthier and faster was first made in 1948 by researchers at Lederle. A year later, the first antibiotic feed supplement was in the farmer's bins—and in his pigs and chickens.

This product is AUROFAC® Vitamin B₁₂ Antibiotic (Aureomycin) Feed Supplement Lederle and helps pigs to pack on the pounds faster with less feed, less cost, less work for the farmer. It salvages more runts and reduces losses from the widespread swine disease, enteritis. A pinch of aureomycin in each ton of feed saves millions of pounds of pork every year.

Yes, the farmer, and Lederle, are looking to the future. When your children and your children's children "pass their plates" hopefully, they will come back heaped up with the solid nourishment that makes strong Americans and a strong America.

®Trademark, AUROFAC Vitamin B₁₂ and Antibiotic Feed Supplement



(pronounced Led'-er-lee)

Helping man, and his herds and flocks, toward bountiful health

LEDERLE LABORATORIES DIVISION
AMERICAN Cyanamid COMPANY
30 Rockefeller Plaza, New York 20, N. Y.

Rouault

GREAT MYSTIC PAINTS GOOD FRIDAY BUT NEVER EASTER

by WINTHROP SARGEANT



MADONNA AND CHILD is one of a celebrated series of etchings called "Miserere" which Rouault produced between 1914 and 1927. Its severe and simple style suggests the art of the early Middle Ages; its feeling of tenderness and reverence is the spirit that pervades most of Rouault's work.

THERE are some critics who think that Georges Rouault is the greatest of living painters. There are others who merely rate him high among the big and controversial names—Picasso, Matisse, Braque—which have made Paris the most talked-about art center of the past generation. But whatever the verdict of history on this point, Georges Rouault will certainly be remembered as one of the most powerful and individual artists of this or any other era. Just how powerful and individual, thousands of Americans were able to judge for themselves last week when a huge retrospective show of 160 of his paintings, brought together by New York's Museum of Modern Art, opened at the Cleveland Museum for a six-week exhibition prior to their New York showing in April.

These paintings, as any average gallery-goer could see, depict a far different world from the gay, decorative realm of cubes, two-nosed women and tropical odalisques that seems to be inhabited by so many modern French artists. The world Rouault paintings depict is a grim one, suffused with an intense passion that ranges from savage anger to religious ecstasy. Their subject matter consists for the most part of human beings caught in an atmosphere of eternal tragedy: sad-eyed clowns, bloated prostitutes, corrupt-looking judges, acrobats, saints and suffering figures of Christ. Their bold, deceptively coarse draftsmanship seems to have been accomplished with some primitive device, such as a trowel, or a soot-smudged thumb.

The observer's first impression of these paintings is apt to be one of unrelieved ugliness. But a second look reveals that the somber colors in which Rouault has painted his tragic world glow with the splendor of inlaid jewels or panes of medieval stained glass. It takes at least a third look to see what Georges Rouault is really driving at, and the observer who has taken this third look is never likely to forget the profound poetry that underlies his painting.

Rouault differs from nearly all the other celebrated artists of his period in that he is a deeply religious painter. Nearly every one of his works is a parable or commentary on the drama of human life seen through the eyes of a Christian mystic. However, his mysticism is concerned only with the pessimistic side of Christianity, with the crucified rather than the victorious Christ. Rouault always paints Good Friday, never Easter.

The world he depicts is the murky one of human imperfection, loaded down with the burdens of original sin. Through this world, their way dimly lit by a pale and distant polar sun, trudge human beings, striving against nearly hopeless odds and obstacles toward divine mercy and redemption. They are the dregs of their kind, grotesque, clodlike symbols of humanity, portrayed with such bluntness that they seem scarcely to have emerged from the primordial clay. But they also possess beauty, and the beauty comes from an element of tenderness and pity that Rouault manages to infuse into even the most sordid of his subjects. This mixture of the grotesque and the tender is basic to all of Rouault's work. Like El Greco, Rembrandt and certain other artists of the past, Rouault is a painter of moral concepts and a somber judge of human weakness and aspiration.

The presence of this gloomy mystic among the gay bohemian extroverts of "modern art" has excited the curiosity of art lovers for a long time. The curiosity has seldom been satisfied. Georges Rouault is popularly regarded as one of the most eccentric men in Paris. He lives in deliberate and carefully guarded obscurity. No one but the members of his immediate family has ever seen his studio. The address of his home is a secret known only to a few intimate friends. For years he bought his paints,

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PISSO AT 81 lives in Paris in an apartment whose walls are decorated with his own works. When painting he habitually wears a white coat and a cap.

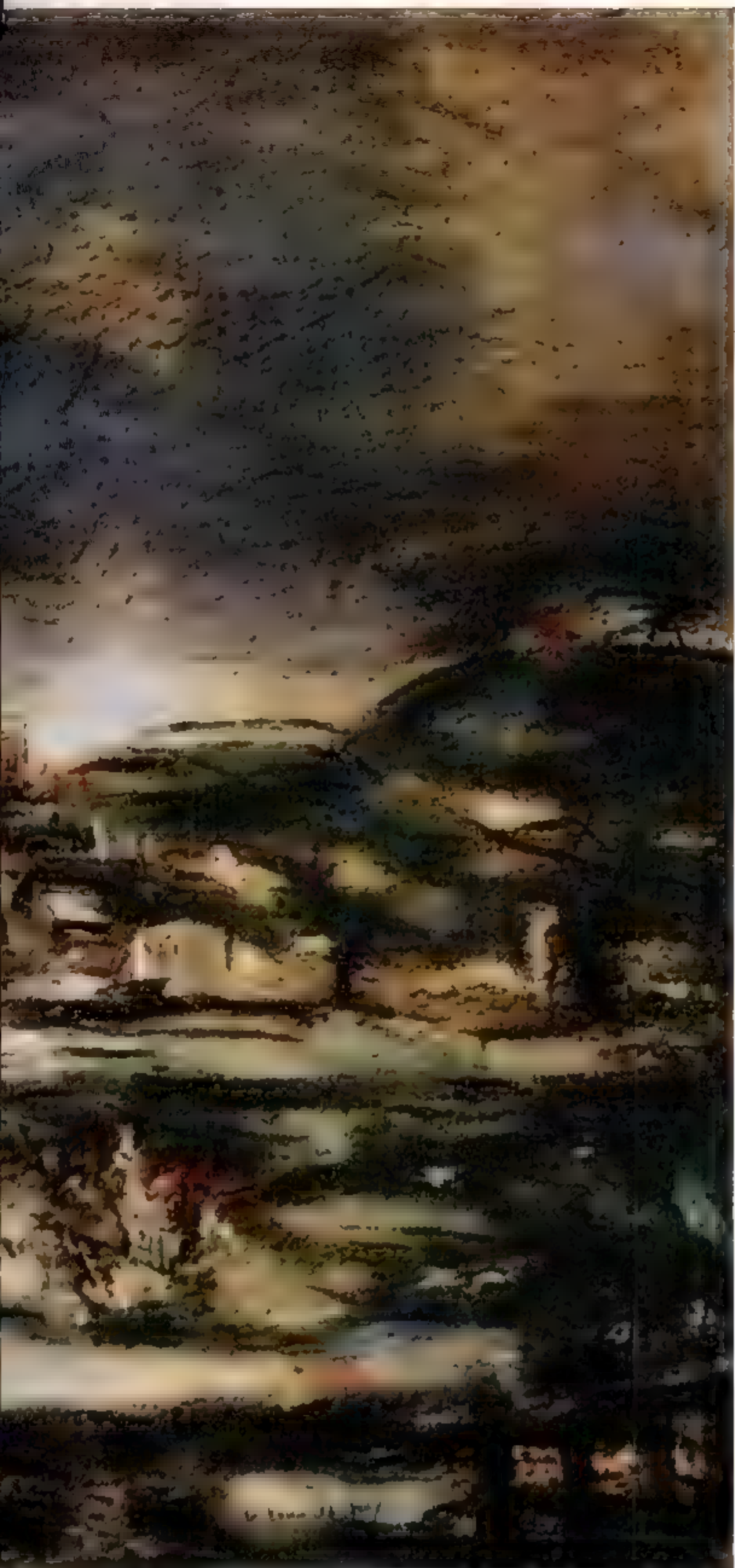
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HIS EARLY ART OF SHADOWS AND SATIRE

Today Rouault is best known for his heavily painted religious subjects, conceived in the colors and contours of stained-glass windows. But before he arrived at his "stained-glass" style, Rouault passed through various somber and searching stages. As a student influenced by his teacher, Moreau, and the work of Rembrandt, he did scenes (above) in shadowy, ominous tones. Later, in a period of intense loneliness and inner torment, depressed by the evils he saw everywhere around him,

Rouault poured out his emotions furiously in a style recalling the biting, satirical art of Daumier. In ruthless portraits (*opposite page*) he lashed out at members of society who stood for hypocrisy and materialism, while in starkly sympathetic scenes he portrayed the degraded figures of slum and circus life who were to him the victims of an unjust humanity. From this period evolved Rouault's own vision of a spiritual world, glowing with the colors of medieval glass but pervaded by a profound sadness.



THE QUARRY, 1897, based on a scene not far from Paris, assumed for Rouault the character of a mysterious struggle of human forces in a world of shadows.

MUSEE HENRI SAMON COLLECTION PARIS

COUPLE seated in a cabaret were painted in 1905 as overstuffed symbols of worldliness and false pride, show Rouault's early interest in Daumier's satires.



ALBRIGHT ART GALLERY, BUFFALO

MR. X, painted in 1911, is imaginary portrait of a man who "has existed eternally," an overlord whose face glowers with avarice and venality.



MUSEUM COLLECTION, ZURICH





RAOUL DUFY, NEW YORK

BOUQUET, one of many still lifes Rouault produced in 1930s, shows influence of Eastern enamels and tapestries. Frame was painted as an integral part of the composition.

JUDGES have long been targets of Rouault's bitterest attacks. These judges, done in 1928, wear expressions of greed and complacency characteristic of corrupt officials.



MR. AND MRS. SAMUEL A. MARX COLLECTION, CHICAGO

← **THREE CLOWNS** were portrayed in 1917 like saints of medieval art, with black outlines resembling the leading of ancient church windows.

FUNERAL, painted in 1930 in tones of stained glass, is imaginary scene in which trees and house echo mournful shapes of people following the bier.



MUSEUM OF MODERN ART, NEW YORK



CHRISTIAN NOCTURNE, a visionary scene of 1952, was done in sunny colors of artist's latest work. Drifting boat and islands heighten the mystic effect.

"I soothed my husband with sandpaper!"

"Nobody'd ever call Paul Douglas a meek husband," Jan Sterling explains, "and he was pretty irate at the 'junk' I picked up at auctions for our new house . . . that is, until I showed him how lovely it was underneath."



JAN STERLING,
co-starring in
"PONY EXPRESS"
A Paramount Picture
Color by Technicolor

"Then he broke down and admitted all the sanding and scraping and paint-removers were worth while. But, oh, what they did to my hands! And what a blissful relief it was afterwards to smooth on soothing, pure, white Jergens Lotion!"



"We worked like heavers getting the house settled — shoving furniture around, unpacking barrels filled with scratchy excelsior. Again I blessed Jergens Lotion. And it works so fast! See for yourself why: Smooth one hand with quickly absorbed Jergens . . .



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Remember JERGENS LOTION . . . because you care for your hands!



**FRANKLY, I'M FED UP
WITH JIM'S PARTIES!**



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—IT'S THE BLEND THAT
TASTES THE BEST!**



**FOR SMOOTHER, Milder,
LIGHTER DRINKS STEP UP TO
THE KING OF BLENDS!**

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Rouault

TEXT CONTINUED FROM PAGE 56

canvases and brushes through intermediaries who were sworn not to disclose the name of the real purchaser to the paint dealers.

At rare intervals Rouault has appeared fleetingly at official openings of his exhibitions or at lectures on his work. All that the public has seen is a frail old man with an impish smile set in a craggy, slightly simian face, a manner that oscillates between childlike candor and testy aloofness, and a natty, elegant way of dressing that seems more appropriate to a retired pawnbroker than an artist. Invariably the old man appears leaning on the protective arm of his daughter Isabelle Rouault, a somewhat prim, nunlike woman of about 40 who shields him from personal contacts with the anxious devotion of a mother hen.

Actually there is a good deal less drama behind this apparent mystery than might be expected. Georges Rouault is one of the world's most dedicated craftsmen and his pointed avoidance of social contacts has a perfectly sensible motive: he does not want to be interrupted in his work. His one weakness, in fact, is a love of talking. If he allows himself the luxury of easy acquaintance he is likely to spend all his time in conversation.

His home is a staid, conventional apartment overlooking the square in front of one of Paris' busiest and noisiest railroad stations. It is filled with a nondescript array of old-fashioned, heavy, carved-oak furniture which indicates no decided taste either for the antique or the modern. A bust of himself and a conservative, academic portrait of his wife (both by other artists) are the principal ornaments of his parlor, which might be that of any of a hundred thousand prosperous, bourgeois Frenchmen.

As one of the most celebrated French painters, whose canvases sell for prices ranging from \$2,000 to \$25,000, Rouault is, of course, close to being a millionaire. Yet long habits of French thrift and an evident obliviousness to luxury cause him to live very frugally. His constant companions are his daughter Isabelle and his wife, a plump, sunny-tempered, wrinkled, white-haired old lady who cares for the apartment and does the cooking herself, keeping modestly in the background and seldom opening her mouth when visitors are present. Both Mme. Rouault and Isabelle have the long, thin noses that are features of hundreds of Rouault's bleak portraits.

Rouault himself looks, in repose, something like the old American comic strip character Foxy Grandpa. But he is not often in repose. When he emerges from the sanctum of his studio, where he labors over his pictures in a long white surgeon's apron, he puts on an elegant tweed dressing gown, wraps a yellow-striped muffler around his neck and greets his visitors with slightly combative good humor. His pale blue eyes are usually framed by horn-rimmed spectacles. On his head is a white surgeon's skullcap which he always wears indoors. He much prefers standing to sitting, and is a tireless monologist, pacing the floor of his parlor, striking stances like a Shakespearean actor, swinging his arms, pointing indicatively with his stubby

fingers, occasionally stopping to pound the top of a table, laughing uproariously at his own witticisms and hammering incessantly at the two subjects that interest him: art and artists.

At 81, Rouault is still a man of fiery passions. Though his battle for recognition has long since been won, he is still fighting it with undiminished ardor. To him, the world seems divided between two categories of people: artists and Philistines; and he is darkly certain that the latter are busy from morning to night conspiring against the former. The discrepancy between the two Rouaults

—the painter of Christian pessimism and the hot-tempered champion of art and artists—is somewhat disconcerting. The explanation seems to lie partly in Rouault's moody temperament, partly in his indomitable idealism. Like many a mystic and many an artist of the poetic, inward-looking variety, Rouault has always found the real world a rather thorny place to live in.

Georges Rouault was born in Paris during the short-lived revolution known as the Commune of 1871, when the city, in the hands of leftists, was under siege by the constituted government of France. As he was about to emerge into the world, a shell fired by the besiegers struck the Rouault home and tumbled his mother

out of bed. She was wrapped in a sheet and carried hastily to the cellar where, in the dark and without even the benefit of warm water, she gave birth to a son.

Having survived this rather traumatic entrance into life, Rouault grew into a frail little boy who, from the age of 4, spent a great deal of his time making chalk drawings in copybooks and on stray pieces of paper. His father, a Breton whose Celtic blood may explain some of Rouault's own rather un-French addiction to moodiness and passion, was a wood finisher who worked for the Pleyel piano company. Rouault remembers that his father had a true craftsman's devotion to wood. A squeaking door irritated him only because he felt that the wood was suffering.

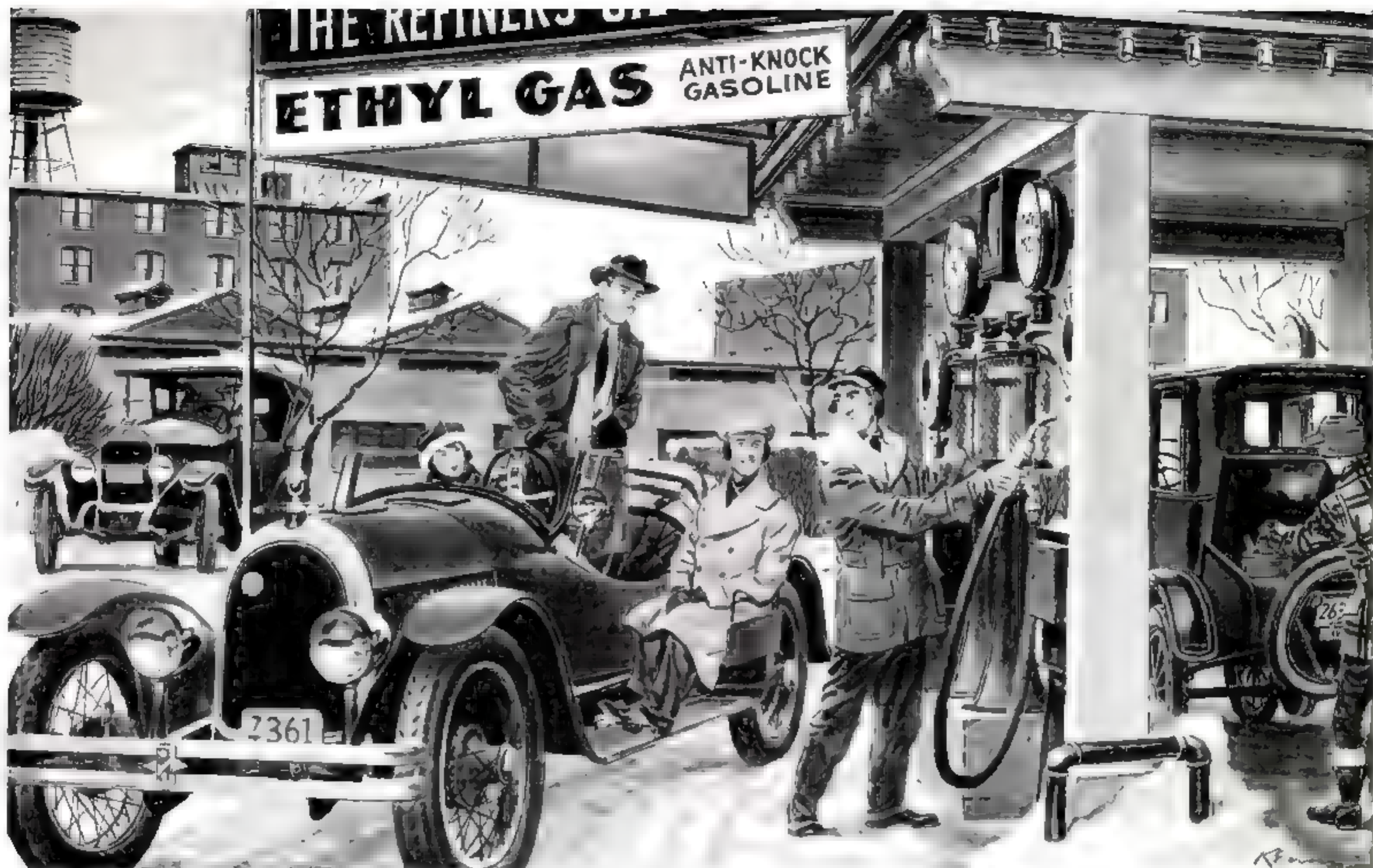
At 14, Rouault was taken out of school and put to work in a stained-glass factory. His salary was 20¢ a week. His duties were to assemble bits of damaged windows and run errands for his employer. On these errands, Rouault used to pocket his bus fare, but so as not to cheat his employer by wasting time, he would run beside the bus all the way to his destination. In the evenings he crossed Paris on foot to attend drawing classes at a school of applied art.

When he was 20, just as the stained-glass manufacturer was about to offer him the wages and work of an adult, Rouault quit his job and entered the Ecole des Beaux Arts. Here he studied in the same class with Henri Matisse under the old-fashioned religious painter Gustave Moreau. Moreau was a conservative artist and taught Rouault to paint conservatively. But he had a great teacher's gift for fostering individuality in his pupils. The gangling, underfed, dedicated Rouault, who painted in moody silence and seldom said a word to his fellow students, interested Moreau



PROSTITUTES were painted by Rouault in 1900s as the martyrs of society's injustice.

CONTINUED ON PAGE 58



1920 KISSEL Goldbug, filling up at the first "Ethyl" gasoline pump, had a six-cylinder, 60-h.p. engine. One passenger was left "out in the cold" on a seat that pushed in like a drawer when not in use.

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One head of hair—
Oh Brother! Give it
The best of care

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• still only 10¢ a roll



**FOR THE
TUMMY**

GUARANTEED TO CONTAIN NO SODA

Rouault CONTINUED

enormously. He lent him money and provided him with castoff clothes. He once remarked of Rouault, "He only answers 'yes,' or 'no,' but into that 'yes' and 'no' he puts so much passion that, if he paints as he speaks, he will go far."

Moreau prophesied, however, that his young student was destined to wait many years for success and he exacted two promises from him which Rouault has scrupulously kept all his life. One was that he would never smoke. The other was that if he were dissatisfied with a painting he would stand it against a wall and ignore it for several days before deciding whether or not to destroy it.

The relation between master and pupil became so close that when Moreau died in 1897 Rouault felt that he was completely alone in a hostile world. As a legacy, Moreau had left him a lifetime job at about \$400 a year as curator of the Moreau Museum, a building that had been Moreau's home and studio, and which he bequeathed to the state.

The next few years were the roughest of Rouault's life; they were also the years in which he evolved his individual style as a painter. Rouault will not discuss this period, but certain facts indicate the severity of the crisis he endured. The death of Moreau had hit him a crushing blow. "It was then," he commented later, "that I learned the truth of Cézanne's famous words, 'Life is horrifying.'" He seriously considered entering the priesthood, but remembered that Moreau had advised against it. Ultimately, his spiritual agony brought a nervous collapse and he was shipped off to Switzerland to recover.

But recovery did not change Rouault's darkening outlook. Neither did marriage. The arrival of four children, whom he was obliged to support on his meager stipend from the Moreau Museum, added to his troubles. At about this time he came under the influence of a morally indignant Catholic author named Léon Bloy, who wrote scathing novels about the seamy side of Parisian life and who believed that humanity could be saved only by a return to medievalism. Rouault became Bloy's friend, and Bloy succeeded in converting him to Catholicism.

Rouault started to paint, as he expresses it, with "frenzy," and his painting took on a savagery that had hitherto been foreign to him. Although he had once done landscapes and still lifes, he now devoted himself almost exclusively to painting prostitutes, clowns, corrupt judges—and the suffering Christ. They all exuded a bitter spirit of moral indignation.



BLOY wrote of degraded society which Rouault put into art.

continued his solitary work. Picasso, Matisse and Braque were already becoming celebrated figures. Rouault was still practically unknown. Only a handful of friends ever thought of buying any of his paintings. He took courage by remembering a dictum of Moreau's. "Give thanks to God," Moreau had said, "that you are not successful until as late as possible. Only thus will you be permitted to experiment freely and without restraint."

It was not until nearly 1920, when he was already in his late 40s, that Rouault began to be recognized as one of the important painters in Paris. The recognition came mainly as the result of a strange relationship which was by no means an unmixed blessing.



MOREAU did religious paintings which influenced Rouault.



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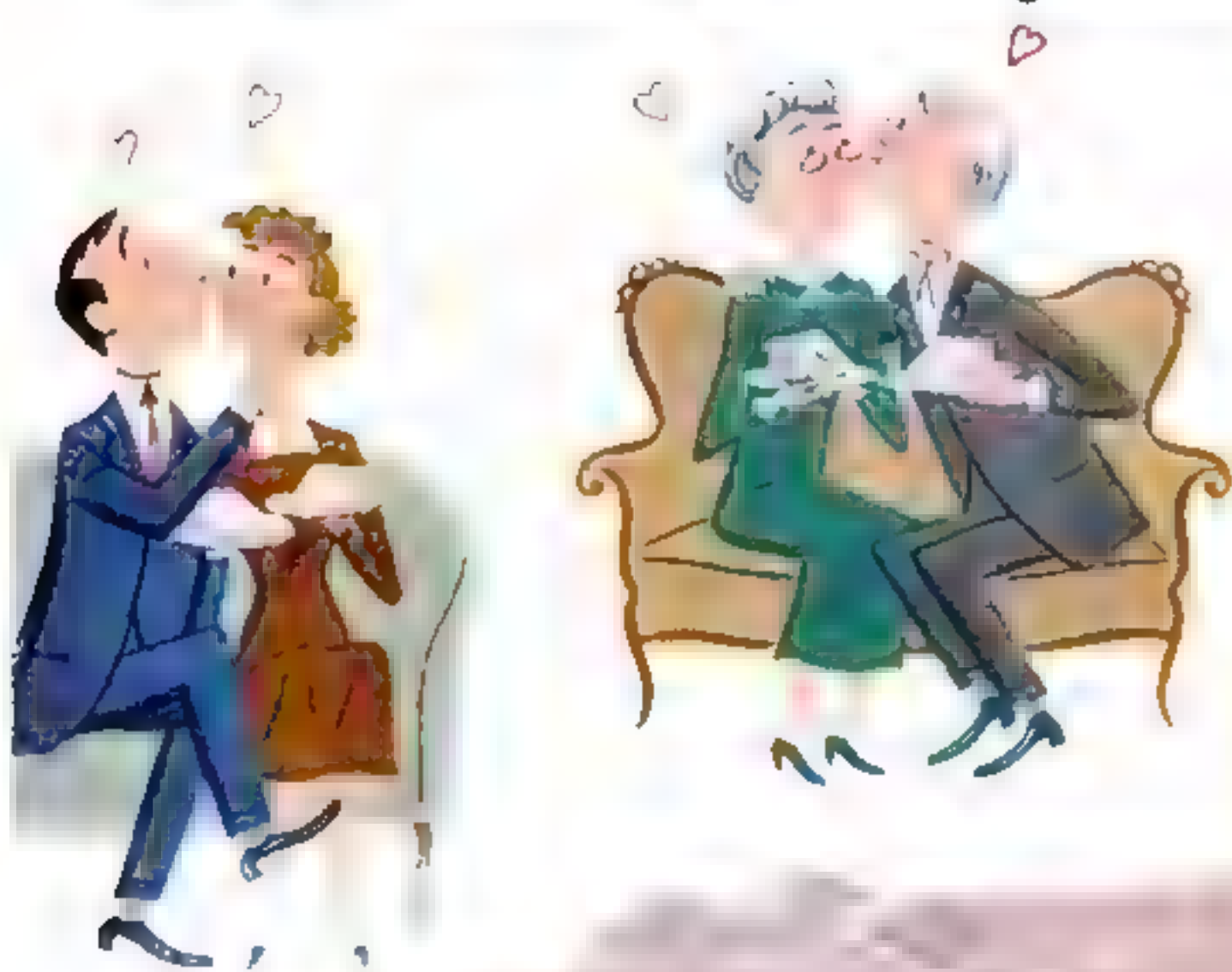
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COUGH LOZENGES
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CONTINUED ON PAGE 69

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In just minutes, you can whip up a Swans Down Cake Mix beauty with such old-fashioned home-baked goodness folks want to kiss you!

Your cake turns out light as a feather, moist and luscious—and tastes just as luscious next day! Swans Down Cake Mixes are complete mixes—liquid is all you add. No extra cost for eggs. Get a package today—and see!

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Bake your cake in layers as directed on the Swans Down White Cake Mix package. Spread one layer with *Pastel Frosting*, then cover with a thin layer of clear red jelly. Place second layer on top and spread remaining frosting over top and sides of cake.

PASTEL FROSTING: $\frac{1}{2}$ cup tart jelly $\frac{1}{4}$ cup sugar
1 unbeaten egg white Dash of salt

Combine jelly, egg white, sugar and salt in top of double boiler. Mix well, then place over boiling water and beat with rotary beater 3 minutes, or until frosting will stand in peaks. Remove from boiling water and cool slightly before spreading.



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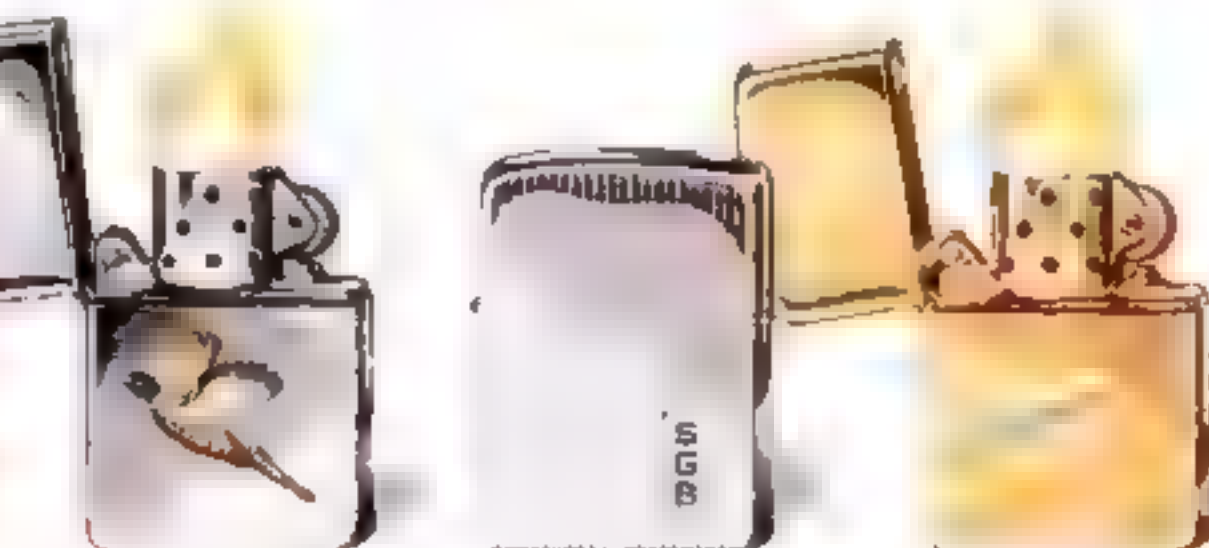
Love can't be totally blind . . . when it sees how clearly a ZIPPO lights the way to the masculine heart!

A man treasures his ZIPPO because it isn't just a fair-weather friend; a ZIPPO works in wind or wet with one quick zip. And he likes to know that ZIPPO offers free repair service for life.

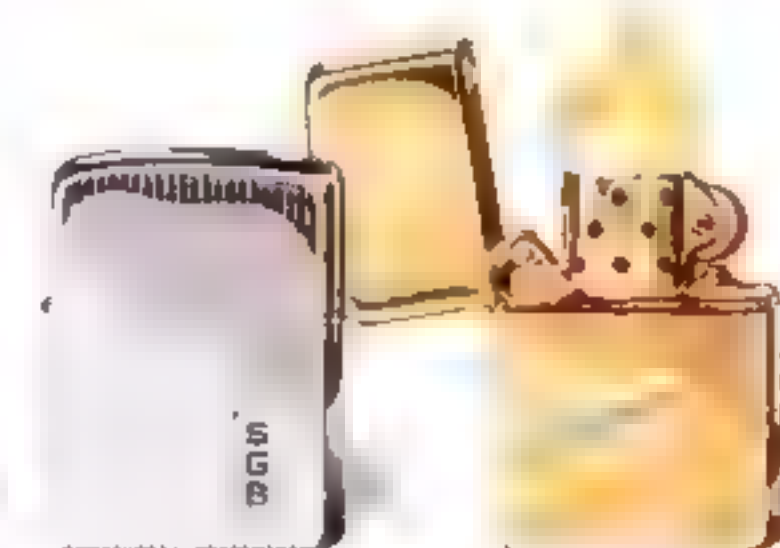
When his ZIPPO's a gift from someone he loves, it's doubly dear to him.



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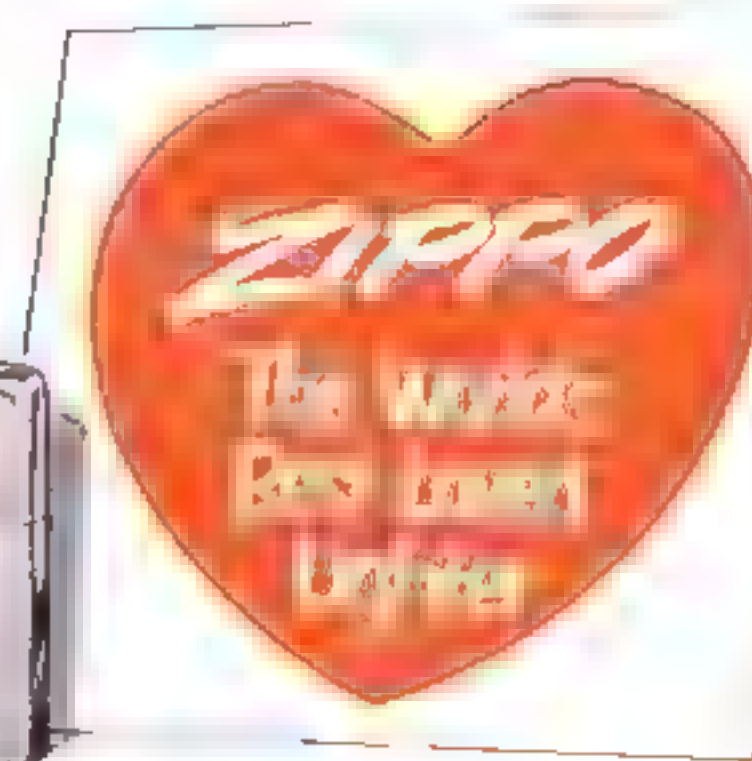
Any Zippo with initials, signature or brief written message, only \$1 extra. Engine Turned, \$5.75

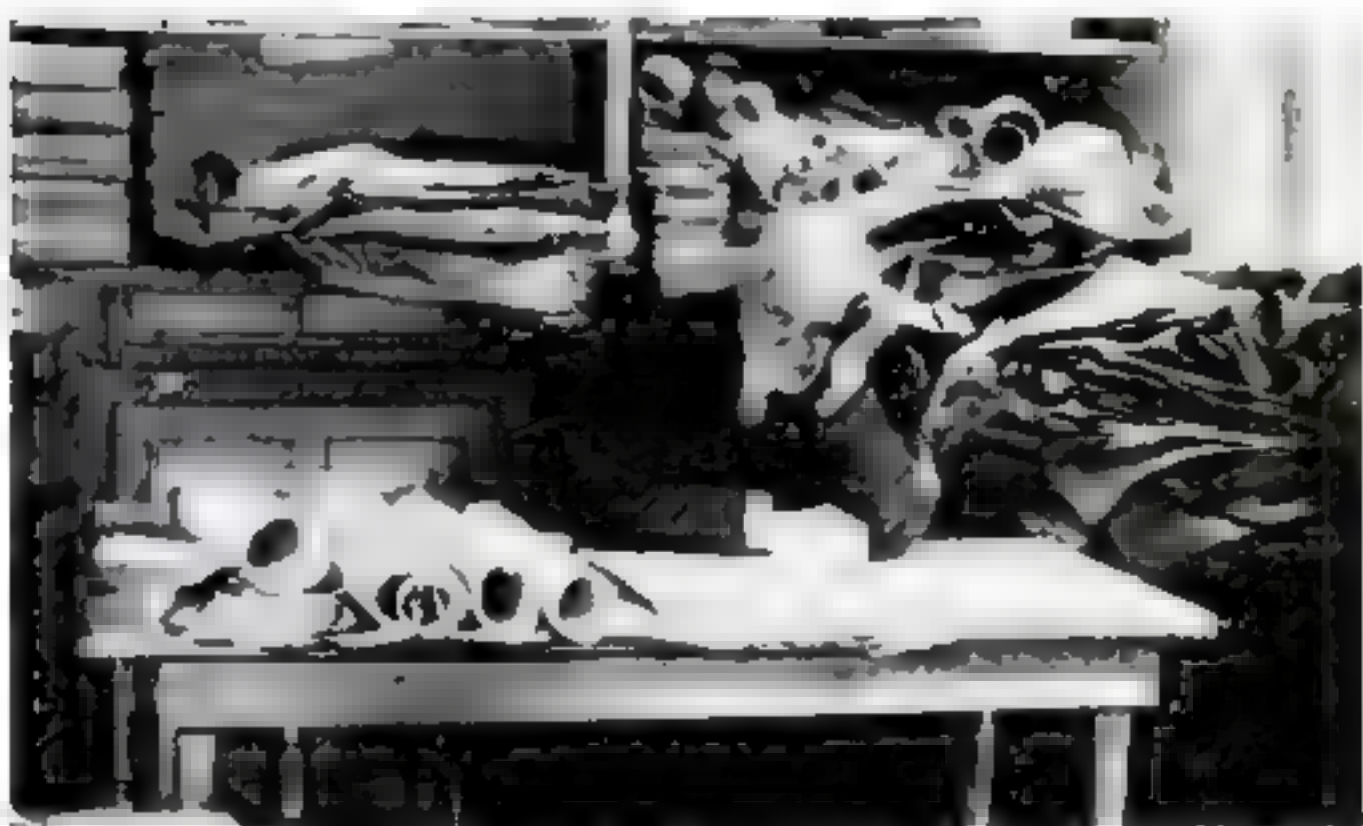


Ask your dealer to show you other handsome Zippo models, \$3.50 and up. 14 Kt. Gold, \$198.00



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ROUAULT'S BACKER and dealer, Vollard, exploited him mercilessly. The dealer kept artist busy with commissions, took work as soon as it was done.

Rouault CONTINUED

Around 1914 his angry, passionate canvases and watercolors attracted the attention of the great Parisian art dealer Ambroise Vollard, who, 20 years earlier, had helped to set Cézanne, Van Gogh and Gauguin on the road to fame. Vollard, sensing in Rouault a highly original talent, made him an offer. Rouault was to receive a permanent studio in Vollard's palatial mansion and an initial cash advance of \$10,000. In return Vollard was to have the right to Rouault's entire output as a painter. To a man of Rouault's temperament, impoverished and with a family to support, the offer seemed a solution to all his problems. All he had to do was paint. Security was guaranteed.

But in the process Rouault became practically a prisoner of Vollard. "It was worse than a marriage," one friend commented grimly. Rouault would lock himself in his studio at Vollard's place and work by the hour, forbidding Vollard even to look at his paintings. "If I see your nose sticking through my door," he threatened, "I'll squash it." When he left the studio temporarily, he would put secret marks beside his pictures so that he could tell whether Vollard had moved them during his absence. Vollard shrewdly kept the pressure turned on. "I spent hours in the summer," Rouault remembers, "working with my torso naked in 102° heat. It was so hot that I had three abscesses on my eyes caused by the sweat streaming down my glasses. Vollard was always on my back. I worked like a couple of Negro slaves, not one. I dined sometimes at 10 in the evening. Vollard would come and say, 'Hurry up, the museums are asking for more.' Sometimes he would give me 300 paintings to retouch at a time. Everyone was afraid of Vollard."

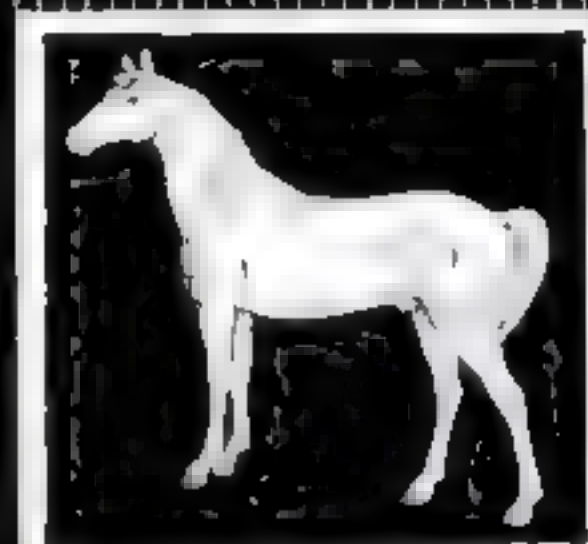
Occasionally Vollard would take Rouault out to dinner and they would shout and belabor each other all evening. "He just cooked you in all sorts of sauces," complains Rouault. But whatever the emotional tensions of the relationship, it did cause Rouault to do an enormous amount of painting, and very soon the museums and art connoisseurs of the world began to realize that the mysterious recluse in the Hôtel Vollard (as Vollard's residence was known) was a painter of great power. Besides his paintings, Rouault produced a great quantity of prints which are regarded as among the finest done by an artist of his generation. Sometime in the '20s the eminent Italian art critic Lionello Venturi invaded Vollard's house with the idea of doing a definitive book on Rouault's work. "He came into the studio one day," Rouault relates, "and discovered that I was there. Everyone thought I was dead."

In 1939 Ambroise Vollard was killed in an automobile accident. Rouault, by this time, had moved out of Vollard's place to a studio of his own, but more than 700 of Rouault's works (some of them unfinished) remained stacked in the Hôtel Vollard, and Vollard's heirs promptly took possession of them. The value of this hoard was estimated at nearly a million dollars, and Rouault was forced to go to court to regain possession of it. Rouault based his plea on the principle that an artist has a "spiritual right" to his work no matter who the nominal owner of it may be and that no owner of a work of art has a right to sell it unless the artist has stamped it with his approval. The works in the Vollard family's possession, he claimed, were either unfinished or inferior examples, and his reputation was at stake.

The suit became a celebrated one. After months of litigation, Rouault won the custody of the pictures. Promptly, in a dramatic gesture, Rouault sealed 315 of them in huge packages, carted them off in a moving van to the basement of a suburban hat factory

CONTINUED ON NEXT PAGE

What a SCOTCH!



White Horse... *of course!*

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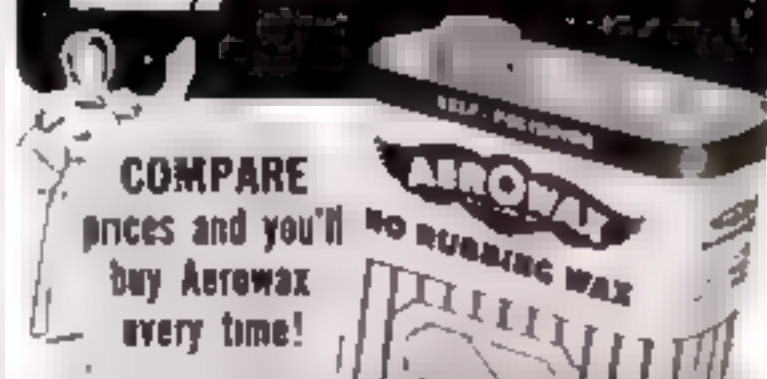
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Rouault CONTINUED

and, with several witnesses present, calmly fed them into a blazing furnace, stirring the embers with a shovel. Half a million dollars' worth of art went up in smoke. But shrewd observers noted that there was a suspicion of method in this apparent madness. The sudden unloading of 315 Rouaults might have depressed the art market, which is actually as sensitive to supply and demand as a stock exchange. International art dealers had been fearful that any sudden dispersal of the huge Vollard collection would set modern art prices tumbling. Whatever the anguish that his dramatic bonfire might have caused the artist, it undoubtedly raised the value of the world's remaining Rouaults.

Since the time (November 1948) of this harrowing episode, Georges Rouault has been living and working with comparative placidity. His painting has taken on a new atmosphere of serenity and even occasionally a sort of solemn gaiety. The faces of his ikonlike portraits have begun to smile slightly, and his color schemes have departed from his original somber blues and purples toward warmer greens, yellows and oranges. Rouault himself attributes this change to his final escape from the clutches of Vollard. "I have spent my life painting twilights," he remarked recently. "I ought to have the right now to paint the dawn."

Georges Rouault at 81 has reached a point where most men would take things a little easier. His four children have long since grown into responsible adults (his son, Michel, is a successful physician; two daughters are happily married) and he has eight grandchildren to whom he is deeply attached. His prestige in the international art world is that of an established master. But Rouault continues to paint with all the fervor and dedication that he had as a youth. He still works from 12 to 13 hours a day in his studio, often occupying himself until 2 in the morning, painting, gouging away at lithographers' plates or making notes on his pictures.

One thing that annoys him is the machine age, and he can be roused to floods of vituperation over mechanical gadgets that frustrate him. He hates to answer what he refers to as "that damned telephone," and a few years ago when he lived on the sixth floor of another apartment building, he used to climb the entire six floors on foot rather than subject himself to the mechanical indignity of using the elevator. "One goes faster and faster," he wrote in the introduction to a book a few years ago. "There is not even time to gasp at the moment of dying. Art in this mechanical age, should it not be considered a miracle?"

Despite these rather crotchety reactions, Rouault has a shrewd estimate of himself and his talents. "My color and my form," he wrote recently, "are the crust of my intelligence; they are worth as much as my thought or my feeling. I have never pretended to be a thinker. It is not in my line." Like many of the greatest artists, he has a specialized mind which channels all of its important creative ideas into the medium of his art. It is only in his painting that he expresses himself with lucid eloquence, and here he is conscious and proud of his mastery.

"The painter who loves his art," Rouault says, "is king in his realm, be it Lilliput and he a Lilliputian. From a kitchen maid he makes a fairy queen and from a noble lady a brothel keeper, if he wishes and if he sees, because he is clairvoyant. He has a window to life and to all that the past conceals from the living."



HOLOCAUST OF ART took place in 1948 when Rouault stuffed 315 of his paintings into furnace. Later he said remorsefully, "They were my children."

Special!

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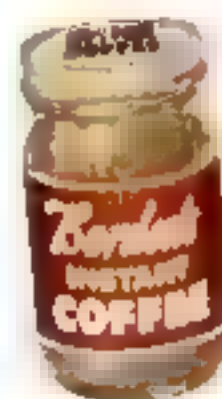
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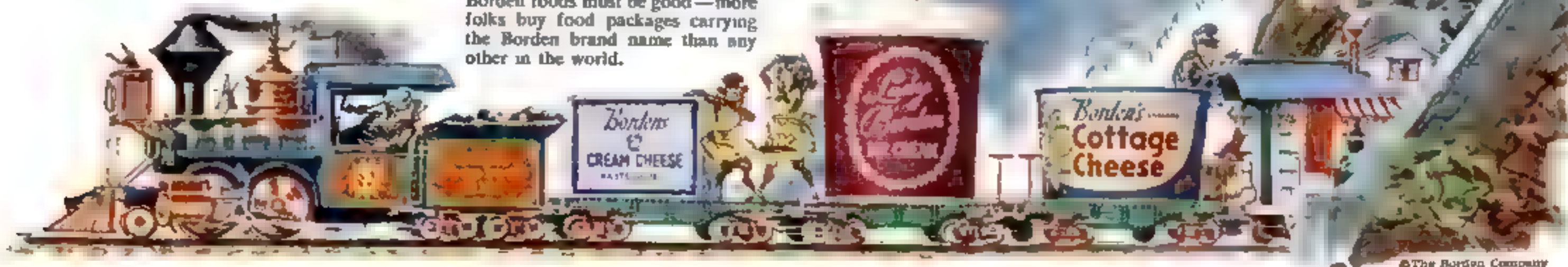
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*All a-board! All a-Borden's
Elsie saves you "Moo-la" on the Good Food Line!*

Borden foods must be good—more folks buy food packages carrying the Borden brand name than any other in the world.



©The Borden Company



TWO-TIED SHIRTS are a step up from belt-crotch slitting. In the red wool fallerie, Designer Moore starts long enough to wear two ties himself.



NEEDLEPOINT WAISTCOAT forms the y-front of a dress which sells for about \$2,000 in the U.S. Embroidery is done to order by English countrywomen.

Daring Digby

BREITSH DESIGNER COMES ACROSS WITH SOME MALE-INSPIRED STYLES

[illegible]



Time out for a matinee?

Enjoy yourself—it's earlier than you think, if you keep Minute Rice in the pantry. With this wonderful rice, you can fix a *showpiece* of a meal in *minutes*!

Minute Rice is *pre-cooked* to eliminate work and guesswork. Just bring it to a boil, turn off the heat. In 13 minutes you have rice that's *sure* to be perfect, snowy and fluffy every time.

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Minute Rice gives you perfect rice every time! Fluffy, long-grained, delicious!

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Just 18 minutes with Minute Rice! CHEESE RICE DAZZLE

Brilliant way to turn a scrap of cheese into a family treat—fast as 1-2-3! Prepare 1½ cups Minute Rice as directed on package. Let stand 10 minutes; add ½ cup grated American cheese, mixing lightly. Meanwhile, fry 2 slices bacon, crumble set aside. Cook 3 tablespoons chopped onion and 1 clove garlic in drippings until tender. Add 2 cans tomato sauce, pinch of basil. Simmer 5 minutes. Remove garlic. Arrange cheese-rice on serving plate, top with sauce, sprinkle with bacon and more grated cheese—and dazzle! Only Minute Rice could absorb the tangy cheese taste—dish up such a scrumptious meal in just 18 minutes!

Another quickie! Pineapple Rice Molds—delicious with ham, roast pork, chicken, or fluffy omelet. Prepare 1½ cups Minute Rice as directed on package. Add ½ cup drained canned crushed pineapple. Press into 4 well-greased individual molds (or use custard cups or coffee cups). Turn out on plate.

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For perfect rice
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Product of General Foods

A TWEED SLIP-SUIT



BOX JACKET goes over matching slip (below) in Digby Morton's suit of lightweight Donegal tweed.



THICKY TOP with jersey pulled diagonally comes with suit, can be worn over tweed slip in afternoon.



TWEED SLIP, the basis of the suit, can also be worn alone as a dress with the waist cinched in by a wide leather belt. This makes the suit an all-day outfit. The jacket and slip will be copied in the U.S. by Philip Mangone for \$165.

Advertisement

Society's chic Mrs. Charles A. Munn, Jr.'s sleek brown hair is admired everywhere. Michael's adept fingers shape it after cleansing with tenderest Conti shampoo.



MICHAEL OF THE WALDORF

Society hair stylist
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TREAT HAIR TENDERLY as baby skin. It is actually a part of the tender, inner skin. Basic ingredient of Conti shampoo is imported olive oil, same as used in beloved Conti Baby Oil, Conti Baby Powder, famed Conti Castile Soap. Brilliantly compounded for the special

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QUICK, EASY ON HAIR. Conti's fast small-bubble lather gets into greasy hair freely. Slips out as easily. Tender. Wash hair often as you like with "babying" **CONTI CASTILE SHAMPOO.** Only 49 cents, regular size. 89 cents, family size.



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Don't be in the dog house with your dog! Give him Rival Dog Food! Body-building meat, plus nourishing grains. Natural flavor. Natural vitamins, minerals. Depend on Rival Feeds your dog best; sensible price saves you money. Chlorophyllin added. Change now to **RIVAL DOG FOOD**



Make Your Bread RY-KRISP!



Famous Reducing Plan on every package

Filling, far more hunger-satisfying than soft, quickly eaten breads. Whole-grain-rich in proteins, minerals and B-vitamins. Delicious!

COMPARE THE CALORIES:

Ry-Krisp, 1 double-square wafer	21
Bread, 1 slice	63
Plain roll or bun	118
Biscuit or muffin	129

NEWS *from the Elect*



Picture Flying is the name pilots give to flying with OMNI-MAG. Merely by watching the pointer the pilot always knows where he is, where he is going, and how to get there. All the pilot needs to do is set the course, dial the proper VHF radio station at his destination and turn the plane as the pointer indicates. Used with Bendix Flight Path Control and the Electronic Pilot, the system guides him automatically not only to the chosen airport, but right down to the runway for safe bad weather landings.

**Bendix OMNI-MAG makes
aerial navigation simple as
following a pointed finger**

The Bendix OMNI-MAG is one of the newer results of the continuous Bendix program to ease the load on pilots. As planes have become bigger, faster and more complex, Bendix has countered with a long list of electronic muscles and brains which not only simplify flight crews' duties, but do them faster and more accurately than human minds and muscles. The OMNI-MAG is an excellent example, for this single instrument—easy to operate as your radio, and easy to read as your watch—has literally reduced navigation in the United States to as simple a matter as following a pointed finger—or guiding a car down the center strip of a highway. It has rapidly become one of the most important instruments in the cockpit. In fact, so great is the demand by airlines, the armed services, and executive plane owners, that facilities for building this fine, precision instrument have been expanded. The OMNI-MAG is produced by the Bendix® Radio Division, one of several Bendix Aviation Corporation divisions devoted to forwarding the progress of electronic science. *REG. U.S. PAT. OFF.



This compact instrument, small enough to be held in one hand, does much work for principal crew members, simultaneously and automatically. It not only relieves them of constant listening for a radio beam, and of continuous instrument cross-checking; it also

instantly solves navigation problems involving difficult, time-consuming mathematical calculations. By thus relieving plane crews of tedious jobs and aiding accurate aerial navigation in any weather, this tireless electronic brain becomes a major factor in assuring on-time arrivals.



Ask any airman why you can confidently expect your Bendix® television to give you the very apex of performance. **He knows**, because virtually every plane that flies relies on Bendix electronic equipment from take off to landing.

And he will tell you that whether the product is automatic muscles and brains for aircraft, or television and radio for homes, you can trust Bendix Aviation Corporation to build the best. That is the only standard this company knows.

ronic Wonderland of

FOR 1953

**BENDIX BRINGS YOU
THE TRUEST PICTURE IN TELEVISION!**



**"TV'S finest union of science and art,"
wonder-struck viewers agree**

Model illustrated—The 21" Monarch Console . . . Regency Modern in hand-rubbed mahogany.

With this power-packed new line of 17", 21" and 27" models for 1953, Bendix performs a service for television buyers equal to its electronic accomplishments in aviation and other important fields.

In picture perfection, operating ease, freedom from interference, long-range, and trouble-free operation, these beautifully styled sets represent television's longest step forward—and for this very simple reason: The difference in television sets is a difference in engineering—and Bendix engineers are the most widely experienced in the electronic field, as just one look at the excitingly new Bendix picture will clearly demonstrate.

Styling presents an equally welcome difference from anything that has come before. Here, in compactly designed models at all prices, are the beauty of line and finish to match every home decorator's dreams.

This year get a new thrill from television. Get a Bendix with such advanced features as Clar-O-Matic circuits, Electromagnetic Focusing, Magic Interlace and Optically-Engineered Viewing Angle—plus the smartest cabinets in all TV. *You'll miss so much until you do.*

Bendix Radio Television and Broadcast Receiver Division, Baltimore 4, Maryland



Locked picture simplifies viewing. No more fiddling with controls! Special Bendix electronic devices lock in the picture to maintain brightness and fidelity through station changes—and lock out interference, retrace lines, flutter, and fading. Just set it and forget it for the truest picture in television.



LONG EXTRA FANGS IN IRRADIATED RAT'S MOUTH JUT OUT IN FRONT OF THE NORMAL LOWER INCISORS. THEY FAIL TO MEET THE DAMAGED UPPER TEETH



NORMAL RAT photographed from below like irradiated animal at top has single pair of lower incisors.

IRRADIATED RAT GROWS FANGS

Exposure to X-rays makes animal grow extra pair of front teeth

Whether large numbers of monsters might be produced by the radiation from hydrogen bombs is a question scientists are as yet unable to answer. But the more they study the effects of radiation, the greater grows the list of physiological changes they know it can produce. A recent addition to the list is shown in the portrait of an irradiated rat above. After being exposed to a large dose of X-rays in an experiment conducted by Navy scientists, the rat grew an extra pair of lower front teeth that

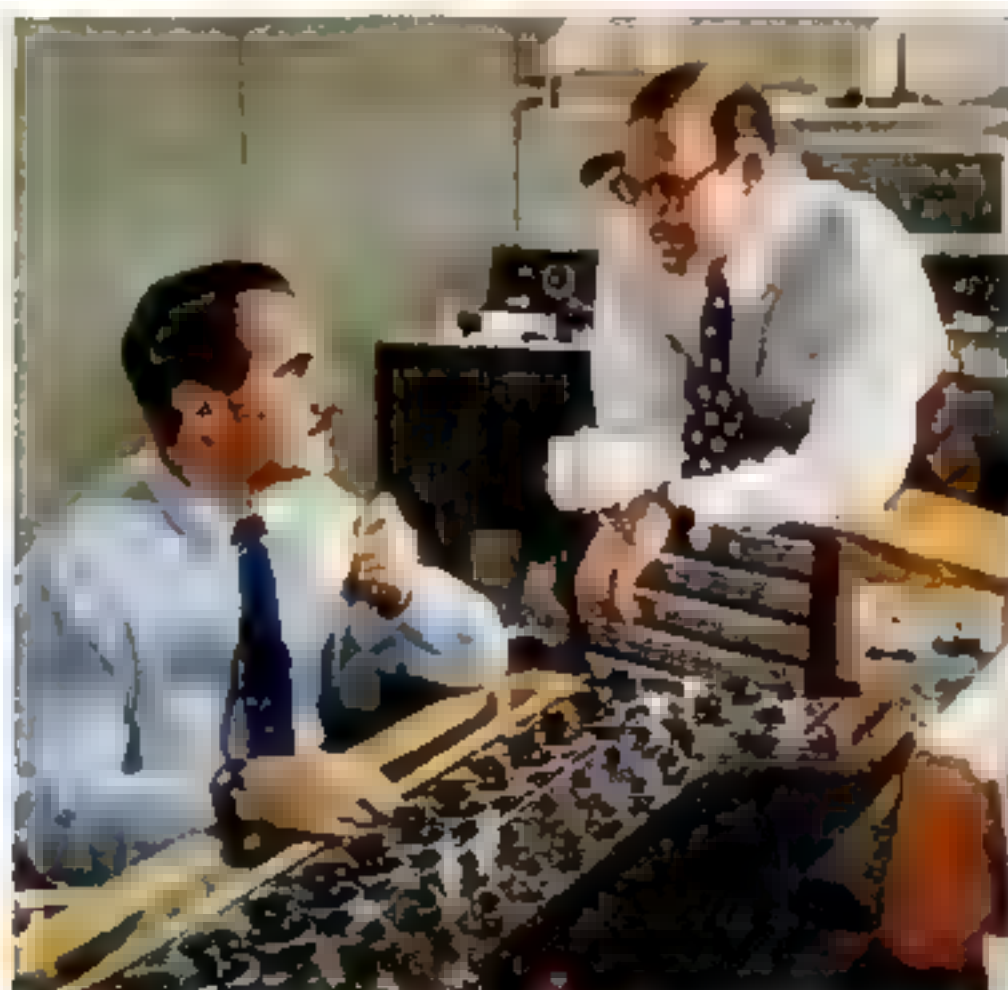
jut like monster's fangs from its misshapen jaw. The extra incisors are made of normal weakened dentine and enamel. They are useless for chewing, and the X-rays that produced them also injured the upper teeth, turning them into dull-pointed fangs.

One result of the experiment, however, must now be able to use lead shields to give special protection to the teeth of patients, particularly children, who are undergoing prolonged X-ray treatment for any disease of the face.



THINK BETTER! . . . Charles Boyer, Agnes Moorehead, Charles Laughton and Sir Cedric Hardwicke get set for their recording of "Don Juan in Hell"—and take a "Coffee-break"! When you have to be alert, have a cheerful cup of coffee! Your mind is clearer . . . solutions are nearer . . . when you give yourself a "Coffee-break"!

—give
yourself
a
"Coffee-break"!



WORK BETTER! . . . The recording engineers get ready for the record — with a fragrant cup of coffee! Coffee's gentle stimulation is your cue for better work. You'll help efficiency, feel less tired . . . when you take a "Coffee-break"!



FEEL BETTER! . . . Good records, good company, good coffee! Whatever you're doing, a delicious cup of full-strength coffee adds to the pleasure. At home, at work or in your favorite restaurant—give yourself a "Coffee-break"! 1955

Coffee always gives you a break!

When afternoon
guests



Stay on
for dinner...



QUICK!



Try Chef Boy-Ar-Dee Ravioli, too!
Tender little macaroni pies, filled with
beef, cooked in meat tomato sauce.
Ready to heat. About 15¢ a serving.

CHEF BOY-AR-DEE®

SPAGHETTI and MEAT BALLS

ready to heat! real Italian style!

ABOUT 15¢ A SERVING

to save time and money make
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In Next Week's Issue

Part II

The World We Live In

THE second article in LIFE's unique series, "The World We Live In," will appear in next week's issue. In 20 pages LIFE's editors will explore for you the waters that envelop the earth. Specially commissioned, scientifically faithful paintings, maps and color photographs will show you the sea and many of its hidden secrets. The lucid and moving prose of Lincoln Barnett will tell you the story of the sea, as it was in the beginning, as it has grown and changed the face of the earth, as it moves and governs all life on the earth today.

When LIFE launched its new science series in the issue of Dec. 8 with "The Earth Is Born," we hoped our readers would enjoy a word-and-picture venture into the fascinating world in which we live. We were overwhelmed by the quick and glowing response the first essay brought from our readers. Here are a few comments from experts and laymen:

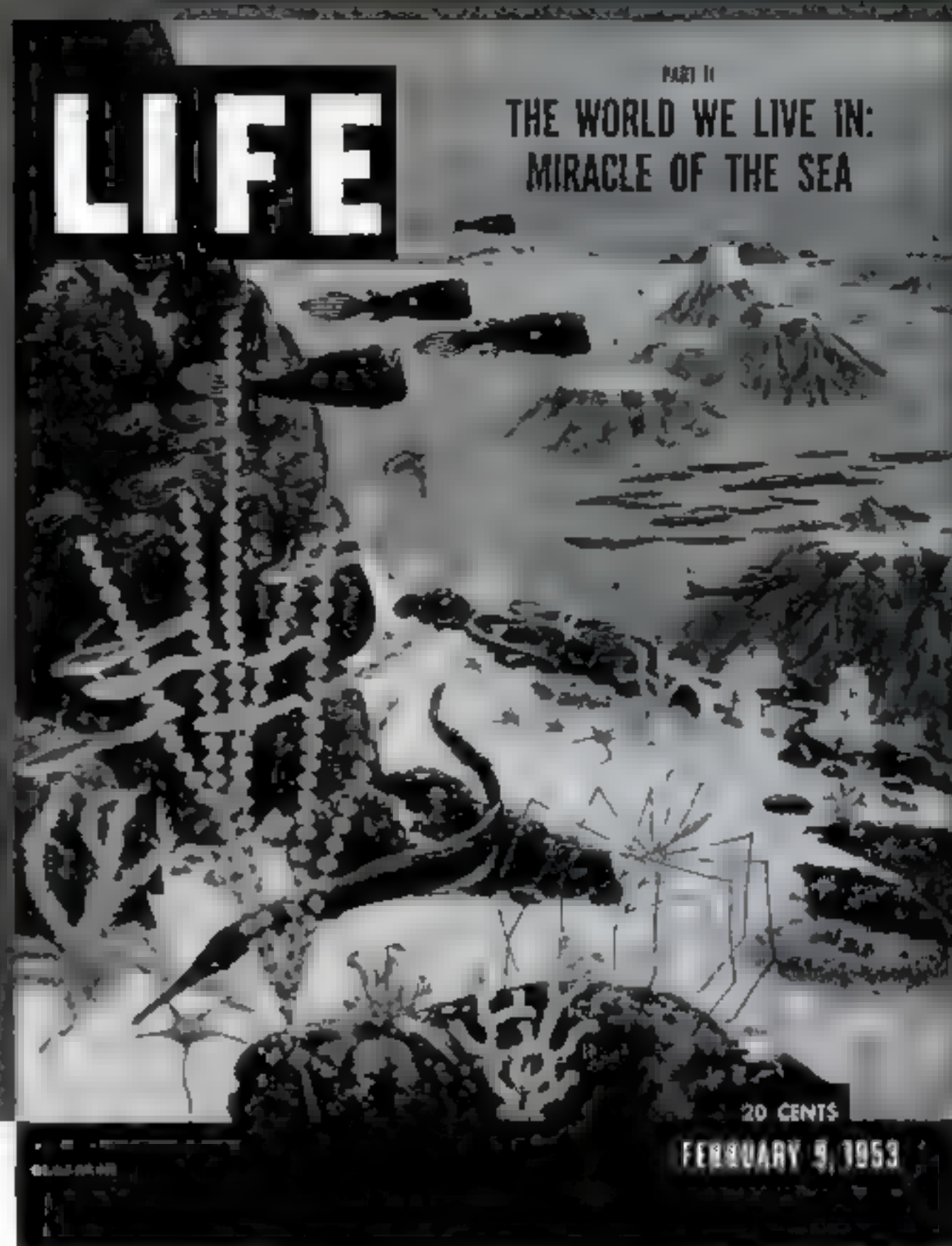
"Excellent! Congratulations for a noteworthy article. Seldom does a non-technical magazine combine successfully, as you have done, reader interest with scientific soundness."—L. H. Adams, Retired Director, Geophysical Laboratory, Carnegie Institution of Washington.

"I was particularly interested, and pleased, with the intense enthusiasm with which my 15-year-old daughter digested the story."—Geologist Chester D. Whorton, Wellsville, N.Y.

"The superb manner in which you have presented this subject does much to create interest and, more important, a desire to await the next instalment."—A. E. Alexander, Assistant Treasurer, Tiffany & Co., New York, N.Y.

"The best writing I have found in your magazine, or any other, in a long long time."—A. L. Strand, President, Oregon State College.

"The finest presentation of historical geology that has ever been published by a popular magazine."—Donald J. MacNeil, Head, Department of Geology, St. Francis Xavier University.



"If 'The Earth Is Born' is a sample of what the rest is to be, LIFE will have established a new mark in top-notch journalistic reporting of scientific subjects."—Gerald C. Parker, Senior Geologist, Geological Survey, U.S. Department of the Interior.

"When I started reading the first article, I found I couldn't put the magazine down until I had finished it word for word."—Mrs. William Korff, Blue Spruce Farm, Wadsworth, Ill.

"Your new science series is a triumph of collaborative journalism, which brings a masterful arrangement of words into vital interaction with visual impressions."—Arnold Gesell, Gesell Institute of Child Development.

"I am saving the entire series for my 3-year-old son to read when he grows up."—Mrs. Eugene Pelot, Hammond, Ind.

"'The Earth Is Born' was a monumental undertaking, and I am enthusiastic about the results. You have performed a very valuable public service."—Leo Goldberg, Director, Observatory, University of Michigan.

"A magnificent presentation and sets a new standard, even for LIFE."—Geologist E. DeGolver, Dallas, Texas.

"It is refreshing in these days when so much space in current magazines is being given to what one might call futuristic science or science fiction to see so good a popularization of established science."—Astronomer and Geophysicist Harlan E. Stetson.

"I have read it twice—which is more of a tribute than I pay to most magazine articles. In some way, hard to define, 'The Earth Is Born' enriched my conception of God."—The Rt. Rev. Lewis Bliss Whitemore, D.D., Bishop, Diocese of Western Michigan.

To the readers quoted above, and to the hundreds and hundreds of other readers who have been so generous in their praise of this new science series, our sincere thanks. We believe they will find next week's essay, "The Miracle of the Sea," as rewarding as the first.

ANDREW HEISKELL, Publisher



FROM FAMILY'S EVERY-OTHER-DAY MILK SUPPLY

A Comeback for Big Families

TWO SETS OF COLLEGE-EDUCATED AMERICAN PARENTS
HELP TO REVERSE A WORRISOME POPULATION TREND

PHOTOGRAPHED FOR LIFE BY GORDON PARKS

Sitting on the back stoop of his parents' home sipping a drink from the 15 quarts of milk which are to nourish his brothers and sisters as well as himself, 3-year-old David Perkins looks like anything but a significant index of population trends. Yet, in a sense, that is what he is. David is the seventh child in his family, and there is still another after him.

Fifteen years ago population experts would have regarded the boy—and most of his brothers and sisters—as improbable. Experts were sure that higher educated U.S. citizens were engaging in rate suicide by permitting their birth rate to fall. College-trained professionals and the white-collar class appeared to feel they had fulfilled their obligation in reproducing the species if they spawned a child or two.

They were not the only ones worrying the population experts, for the over-all U.S. birth rate was steadily dropping. But they were the



DAVID PERKINS, 3, HELPS SELF TO A GLASSFUL

worst offenders. Now the general birth rate decline seems to be checked (*see graphs, p. 12*), and with college-educated parents a large family is no less fashionable than in grandma's time. Two such families—especially big—are the Hank Youngs of Pennsdale, Pa. (*top, right*) and the William Perkinses of Joplin, Mo. (*bottom, right*), whose homes bulge with children.

The four parents all have been to college, but this has not inhibited their desire for children. The Youngs live in a modern house in a country town of about 200 population, and the Perkinses in an old-fashioned house in a city of 38,711 population. Financially neither family is more than middle class, but no one labors about how little there is, or how they have to scrimp. More than most families, they enjoy life with all its problems. Some of the reasons why none of them would trade it for any other kind are shown on these pages.



THE SEVEN YOUNGS arrange themselves for a portrait in pine-paneled living room of Pennsdale, Pa. home. At top with father Hank, 32, is Janette, 8. Mrs. Young, 31, holds Jeffrey, 2, who is Lucy peeping a string of pearls. At her shoulders are Harry, 4 (left), and Stephen, 7. Right foreground is Johnny, 6.



THE TEN PERKINSES crowd together so portrait can be taken in their Joplin, Mo. living room. Top are Judy, 15, and Charles, 17. Second row, father Bill, 45. Holds David, 3. mother Plooe Anne, 36. holds Douglas, 22 months on her lap. Right is Mark, 6. At bottom are Tommy, 10, Penny, 8, Philip, 13.



IN FORMATION, the ten Perkinses leave house to go for a Sunday ride in the family station wagon.

THE PERKINS PLATOON

In Joplin, all live together in a one-bathroom house with a huge home freezer and an eight-burner stove



MORNING RUSH in family's only bathroom finds Judy brushing teeth, Charles shaving, Penny and

Tommy combing their hair. Phillip washing, Mark playing with a shoehorn. David watching all the fun.



FIXING DINNER, which will be cooked on family's outsized stove, Mrs. Perkins' mother withstands

assistance from Penny. In the background, Phoebe Anne digs into the huge 23-cubic-foot home freezer.



AT MEALTIME the family divides into two groups, older members at table in rear, younger ones in fore-

ground. Each table is equipped with large revolving trays so no one has to reach very far for food.



Phoebe Anne Perkins, an only child, always wanted a big family. This was fine with Bill, though his idea of "big" was two or three children. Both he and Phoebe Anne are relaxed and easygoing. The children do not get on their nerves and they have never spanked any of them.

The Perkinses live in a big, old-fashioned house with four bedrooms, and one bathroom, 12 blocks from the center of Joplin. Phoebe Anne has no regular servants, only an occasional cleaning woman and somebody to do most of the ironing. The washing machine runs three or four washings a day and the stove, which has eight burners, three broilers and two ovens,

works overtime too. The six oldest children draw jobs out of a hat each Saturday so that no child gets stuck with the same job all the time.

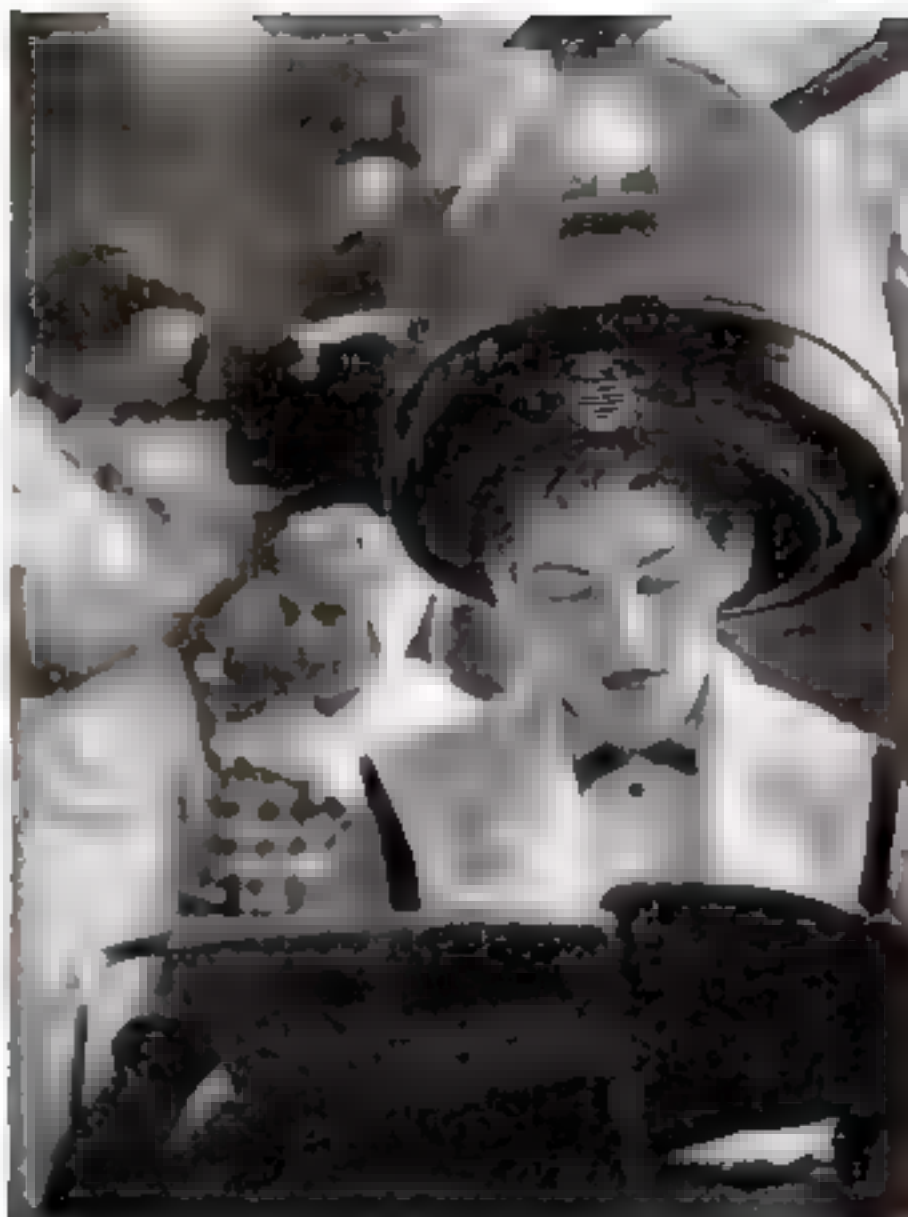
The Perkinses' biggest expense is food, which used to total \$400 a month to account for 44% of their yearly expenditures. With their new home freezer Bill figures they will cut costs by 20% or more. The children usually wear out their school clothes but hand down their coats and best suits. Bill, who is manager of the Joplin branch of I B M, and has been with the company for 24 years, wants all the children to go to college, but he says it will not be possible unless they earn part of the expenses.



HELPFUL, despite fact that he is not yet given any assigned household duties David undertakes to wash the family car. He also likes to sweep the kitchen



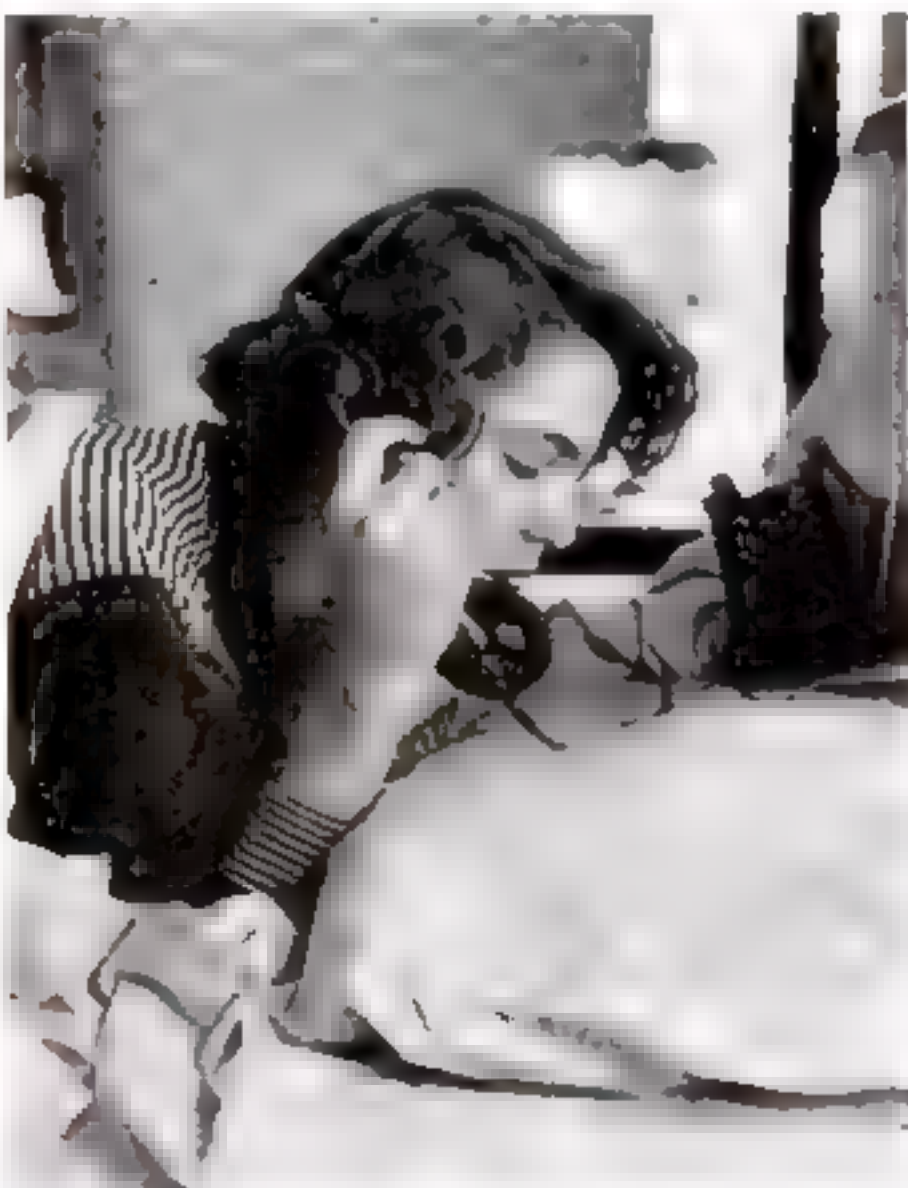
BARBERSHOP VISIT by the five oldest Perkins boys for their bi weekly hair trimming fills all available chairs at Courthouse Shop of Clarence Spain (left)



UNDER DRYER at beauty salon where her hair is done weekly, Phoebe Anne catches up on reading.



UNDER SPELL of jive, Charles keeps record player in his bedroom playing music almost constantly.



UNDER WRAPS, in privacy of parents' bedroom, Judy engages in telephone conversation with friend.



MOTHER (REAR) AND JUDY REHEARSE SCENE FOR "THE HEIRESS" GIVEN AT JOPLIN LITTLE THEATER

Dramatics, dressing up and no drudgery

Bill Perkins boasts that Phoebe Anne has never become a drudge. She belongs to the Woman's Club, takes art lessons one night a week, acts with the Joplin Little Theater. She and Bill belong to a bridge club and the country club where they go for dances, dinner parties.

Every Sunday some of the family, but seldom all of them, attend the First Presbyterian Church. Charles, 17, boxes on the town team, and he earns money summers working in filling

stations, digging ditches for state highway department. Judy, 15, a Joplin belle called "whistle bair" by her brothers, is an honor student and a bookworm. For two summers she has had a morning nursery school called Judy's Story Hour, charges \$1.25 a week for each child. Philip, 13, loves hunting, is a crack shot. Tommy, 10, takes singing lessons, likes to fish. Penny, 8, takes piano lessons and goes around the house with shoes off, practicing ballet steps.



BREAKFAST IN BED, brought to wife by Bill, allows her to miss the furor of most early mornings.



DRESSED UP, Phoebe Anne and Bill (center) dance at weekly party at Twin Hills Country Club.



DRAMATIC URGE which afflicts Mrs. Perkins and Judy also shows up in younger children. Penny and Mark often outfit themselves in old clothes kept in

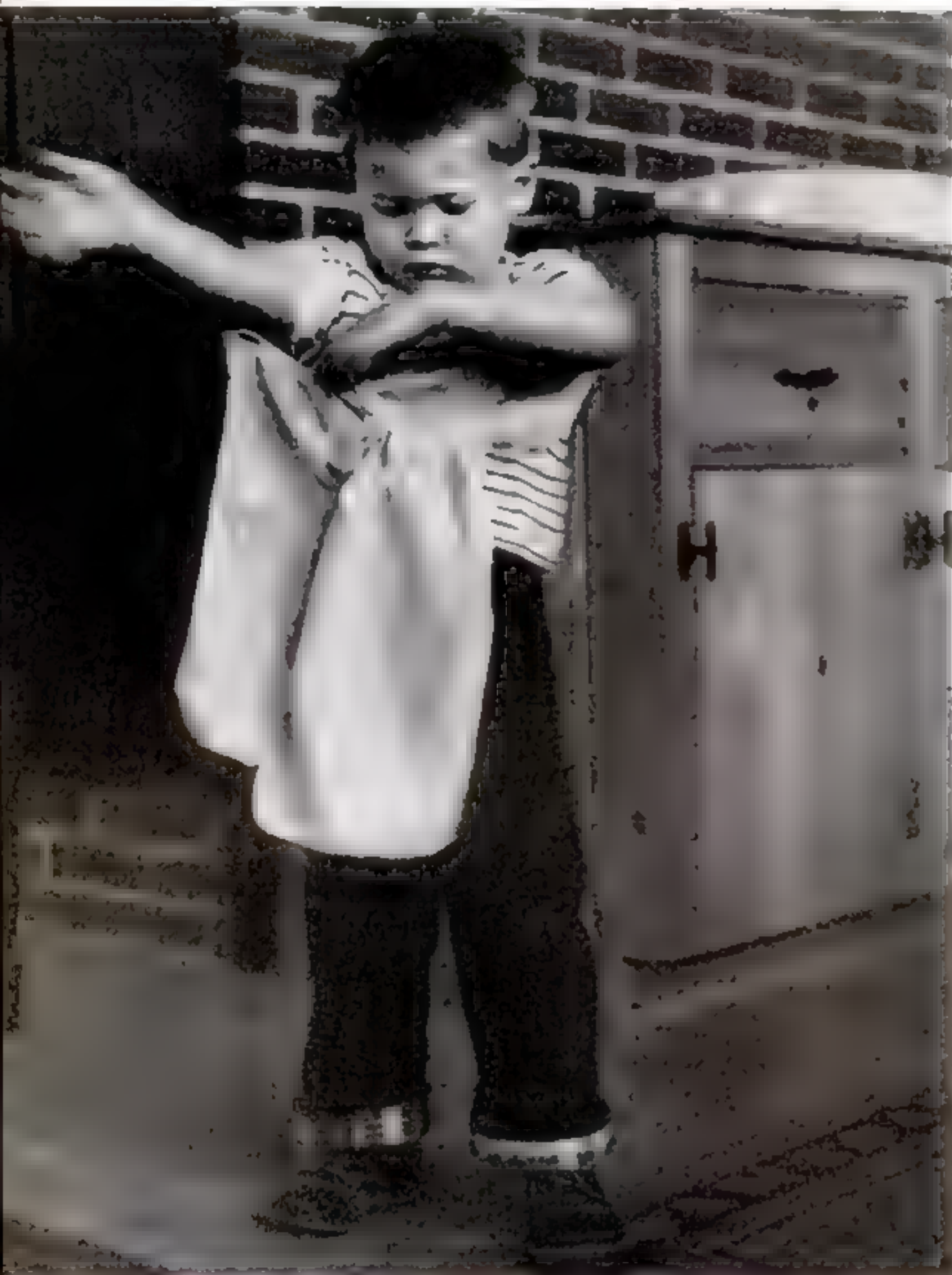
an attic box for just such moments. But now that Mark is 6 he is beginning to feel this may be a girl's game and prefers football practice with big brother Charles.

YOUNG YOUNGS

**They've had five children in 10 years,
live well but don't try to be stylish**

The Henry Youngs got married when both were 22 and now, 10 years later, have five children, their own house and business in Pennsdale, Pa. When he came out of the Air Force in 1945, Hank went to work for a machinery manufacturer, started his own machinery business a year and a half later. In 1947 his business grossed \$110; in 1952 it was \$150,000.

The Youngs live in a \$16,000 house with four bedrooms, two baths, which Hank designed, helped build. Their furniture is mostly hand-me-downs from Hank's parents. "When you have five children," May says, "you might as well not try to be stylish." The house is easy to take care



ENTANGLEMENT in apron frustrates Harry as he tries to don coverall made by mother for the children to wear while eating and thus cut down on laundry.



HOMEMADE HOT ROD, still in beginning stage, is a business venture for Hank but the source of great pleasure for the youngsters, who clamber over it in



LESSON ABOUT LAMB is given to Harry (foreground) and Jeffrey before May puts it in freezer.



FAVORITE BREAD, made of oatmeal dough, is baked weekly by May particularly to please Hank.

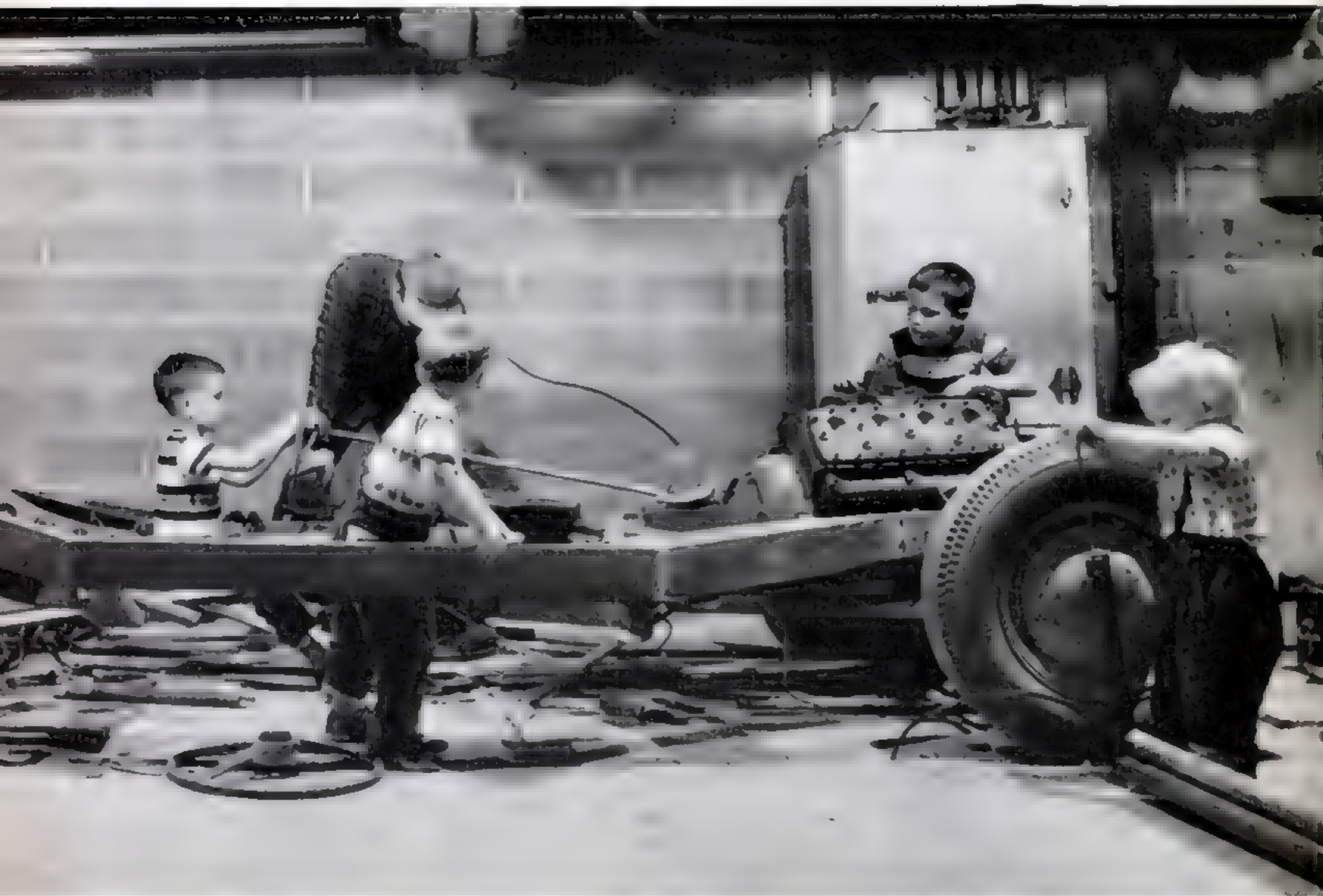


CHILDREN AMUSE THEMSELVES WHILE PARENTS PONDER FAMILY BILLS IN KITCHEN →

of. May's chief aids are a dishwasher, an 8-pound washing machine (she loads it every day), clothes dryer and a portable ironer (she never irons sheets). They get a sitter in once or twice a week—three times if there is a PTA meeting. A neighbor comes on Fridays to wax floors, change beds. As with the Perkinses, food is the biggest expense. Clothes cost about \$40 a month for the family. "We live in the country and don't have to dress up often," May says. They belong to a country club, play bridge, subscribe to the symphony in Williamsport and in summer go regularly to a nearby stock theater which concentrates on plays by Molière, Ibsen and Shaw.



YOUNGS' HOME, designed by Hank who also supervised construction, has sleeping quarters for boys at one end (*right*), "apartment" for daughter and selves.



the basement garage with cries of "Let me steer now" and "I want to pump too." To cover this chassis and motor, rebuilt from an old car, Hank's shop crew

is building a reinforced plastic body. When the first car is finished, Hank hopes to use it as a model with which to get orders from sports car enthusiasts.



RESTING BRIEFLY between chores, May basks in sun on terrace. In background, only 50 yards away, is Hank's plant which soon is to be expanded



WAITING FOR SCHOOL BUS across the road from their house, Jannie, Johnny—with his father's

old hunting license pinned to coat—and Stevie munch fruit they were supposed to save for recess.



THE NEIGHBORS' CHILDREN come in to join the Youngs when Hank shows movies. In addition

to making his own home movies he often rents cowboy films for these jam-packed, squeal-filled sessions.



A CONSCIENTIOUS CITIZEN, Hank (second from left) presides over the school board meeting.

'Thought we should have a few boys too'

Mrs. Young says she and Hank did not exactly plan a large family. Jannie, their oldest child, is a girl. "Then we thought we should have a few boys around too," May thinks it is easier to have a big family when they are all nearly the same age. "For one thing, they can all be tucked in bed in one shift." Hank adds that they have never had any jealousy problem about a new baby. "The children have always been too small to know another baby was here." He tries not to favor one child over another. "If I tickle one, I try to tickle them all."

Neither Mr. nor Mrs. Young believes in lots of toys. They have one bike, one tractor, one scooter for the five. Hank bought boxing gloves for the boys, says he was a sissy when young, wants his kids to be tough. Fighting among the children is not allowed. If one gets ornery, he is sent to bed until "he feels better." "With five kids," Hank says, "we have to have some discipline. We don't want them to run the house." The three older children go regularly to Sunday school at an Episcopal church, but the parents attend irregularly because it is difficult to get a Sunday morning baby sitter. The Youngs might like more children but aren't sure because big families are so expensive and they will be even more expensive when they are ready for college. When Hank goes to business conventions his friends always greet him with: "How many kids have you got this year?" This is the only thing about his big family that bores Hank.



PRAYERS END DAY at 7:30 for older children. Jannie joins older brothers in their room for ritual.

AT BEDTIME, children may read. Johnny (top) and Stevie do, but little Harry plays with his toes.



FOUND



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"Scoop"
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"SCOOP" CRAWFORD, is the 11-year-old son of Faye Emerson, television star. Scoop says, "I like that secret flavor and the funnies on the wrappers. I save all the different ones I can get. Fleer's blows keen bubbles!"

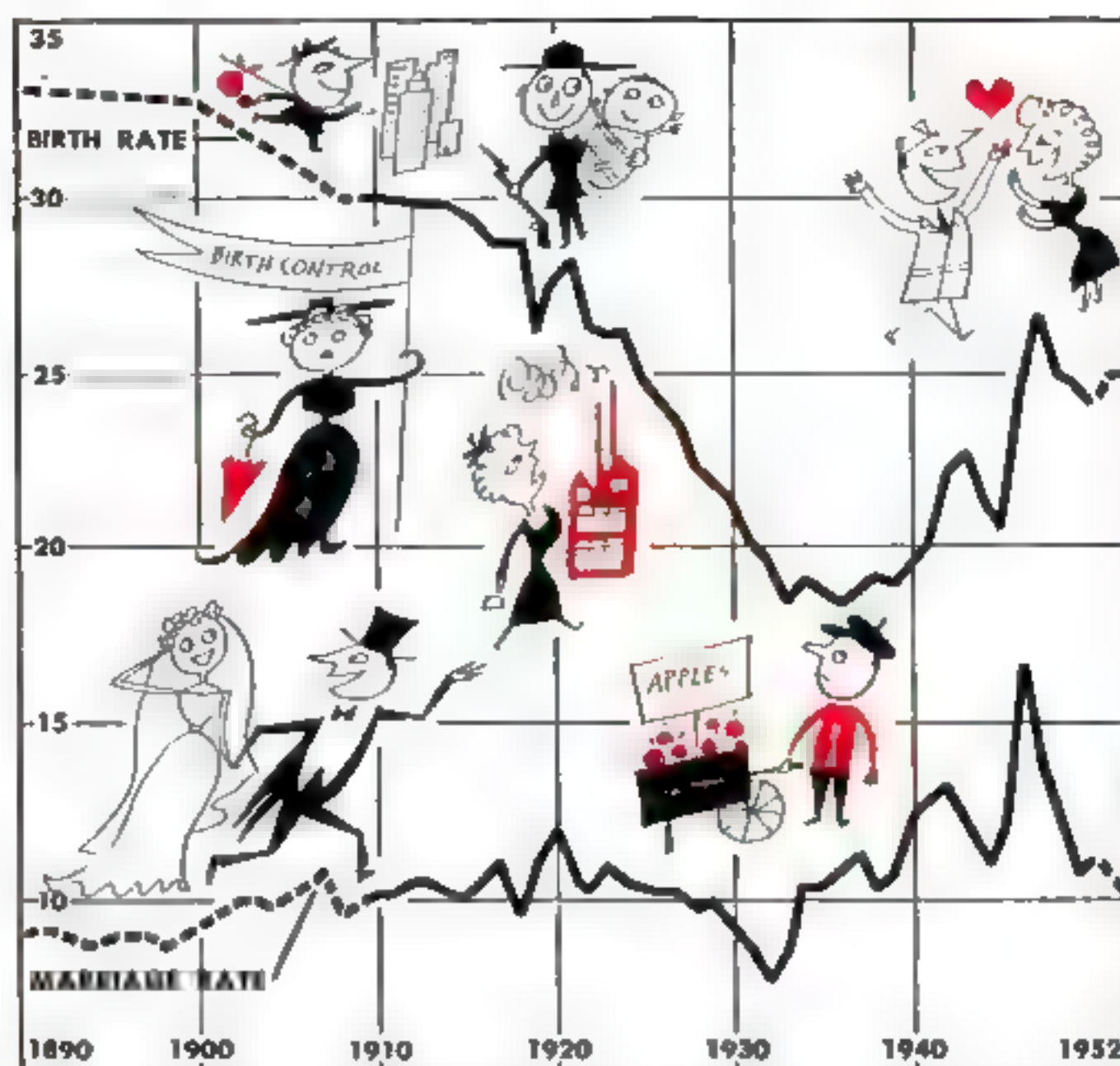
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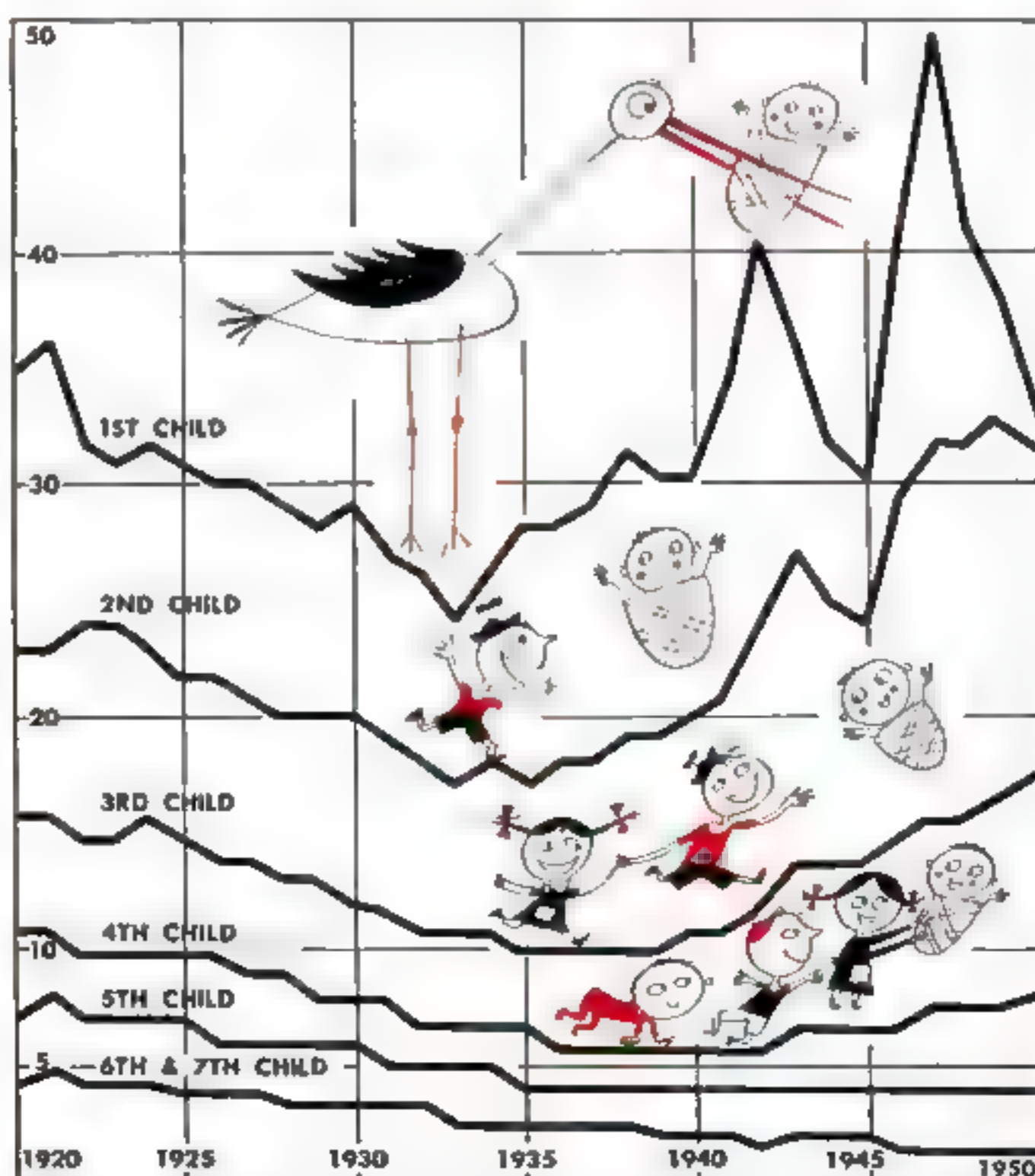
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The trends in U.S. families



BIRTHS AND MARRIAGES in the U.S. over the past six decades, figured in number per thousand population (figures at left), are shown in this chart. The decline in birth rate began even before 1890, brought on by the flight of young people from farm to city, increasing jobs for women and by growing availability of birth control knowledge. (Dotted line indicates estimated figures; solid lines, official statistics.) World War I had the characteristic effect of any war—a sharp decline in birth rate as men went away, a quick climb as they came back. The high prosperity of the '20s oddly accentuated birth rate decline because of the intensely competitive working life and sophisticated social outlook of the time. The rate dropped further during the depression, picked up in the early war years, zoomed to a 1947 high, seems to be leveling off. The marriage rate has slowly risen, its big peaks and dips preceding birth rate peaks and dips by just about a year. One reason for relatively high recent marriage rates has been earlier average marriage age. Another is increase in divorces which more often now mean remarriages.



FAMILY SIZE since 1920 is shown in chart giving first, second, third, fourth, fifth, sixth and seventh children born in U.S. (per thousand native white women aged 15-44). Largest increase is in first and second babies, but there has been significant rise in third children, slow steady rise in fourth. Five-child family just holds its own while the very large ones slowly decline.

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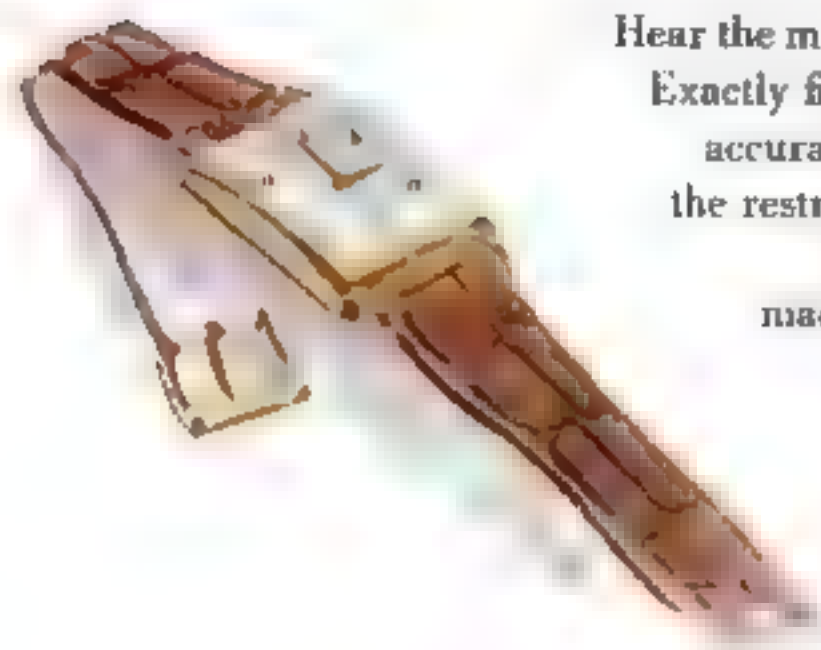
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Your jeweler can tell you why a fine Swiss watch
is always so economical to service. In fact, seven out
of ten jewelers wear fine Swiss watches themselves.



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HORSEPOWER**

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Every modern feature you've ever wanted—including complete Shift, Twist-Grip Speed Control and separate, 6-gal. fuel tank—is yours in either the 7½ or 10 hp Gold Pennant motor. And the Gold Pennant 7½ is the first in its class to have these outstanding features!

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TWO-STAGE TWIST-GRIP Speed Control in steering handle lets you adjust speed without turning around. Exclusive, new Two-Stage gearing gives precision throttle control in low speeds for unsurpassed trolling ease.



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Four Colonels Woo a Beauty



COLONELS wait to be led by the Wicked Fairy (Rex Harrison) to Sleeping Beauty.

THEIR LOVE (Lilli Palmer) wakes up for each colonel, becomes ideal woman for him



NEW COMEDY SPOOFS THE SEDUCTION TECHNIQUE OF FOUR COUNTRIES

Waiting above to be awakened with a kiss is the heroine of a theater fairy tale, *The Love of Four Colonels*, which for nearly two years has been a London hit and has now opened on Broadway. Written by England's cleverest young actor playwright, Peter Ustinov (p. 101), *Four Colonels* has Lilli Palmer and Rex Harrison each playing five roles. In a charadelike series

of scenes it tells how four army officers from four countries reveal their national foibles by wooing the Sleeping Beauty. Though spun out like a long after-dinner joke, the play is kept sparkling most of the time by Harrison, acting a bad fairy who in various disguises tries to get the Sleeping Beauty seduced, and by Palmer acting, as anybody should guess, the Beauty.



HOW A FRENCHMAN LOVES

The Frenchman (right) is first of four colonels to woo the Beauty. Like the three others, he is permitted to see her in the period of history in which he feels most at home. He chooses to become a courtier in 1700 trying to persuade a lady to be his new mistress. When he finds she is not married, the conquest seems dull to him, so Harrison as the Wicked Fairy appears in the guise of the girl's gouty old husband (above), thus encouraging the Frenchman to enjoy the traditional Gaiite delight of stealing another man's wife. The seduction is foiled by a Good Fairy who turns up as Frenchman's oldtime mistress.



THE BOLD BAD BRITISHER

The conservative and polite English colonel imagines himself transformed into an extrovert Elizabethan called Desmonio who tries to rob the lady of her chastity. Speaking in a parody of Shakespearean verse, Desmonio bellows ferociously at his reluctant lady and assures her that he is "a geographie of rivers red / Which break their banks and rush for thee / In one cascading tide." But Desmonio also gives in to the purifying influence of the Good Fairy who appears suddenly as an Illyrian nun. He remembers that years ago he seduced her, and now the nun turns out to be Beauty's mother.

CONTINUED ON PAGE 85



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Only Red Heart gives your dog complete nourishment, plus 3-flavor variety; Chlorophyllin added, of course, to end doggy odors.

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Other full-fashioned Silf Skin girdles and pantie girdles at \$5 (rayon elastic), \$7.50 (nylon elastic), \$10 (pure silk elastic).

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For longer chafe-free comfort, dust your body with this cooling talcum after every bath or shower. Finest imported talc, scented for men. You'll like it!

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Largest-selling men's talc in America



A SOULFUL RUSSIAN LOVE

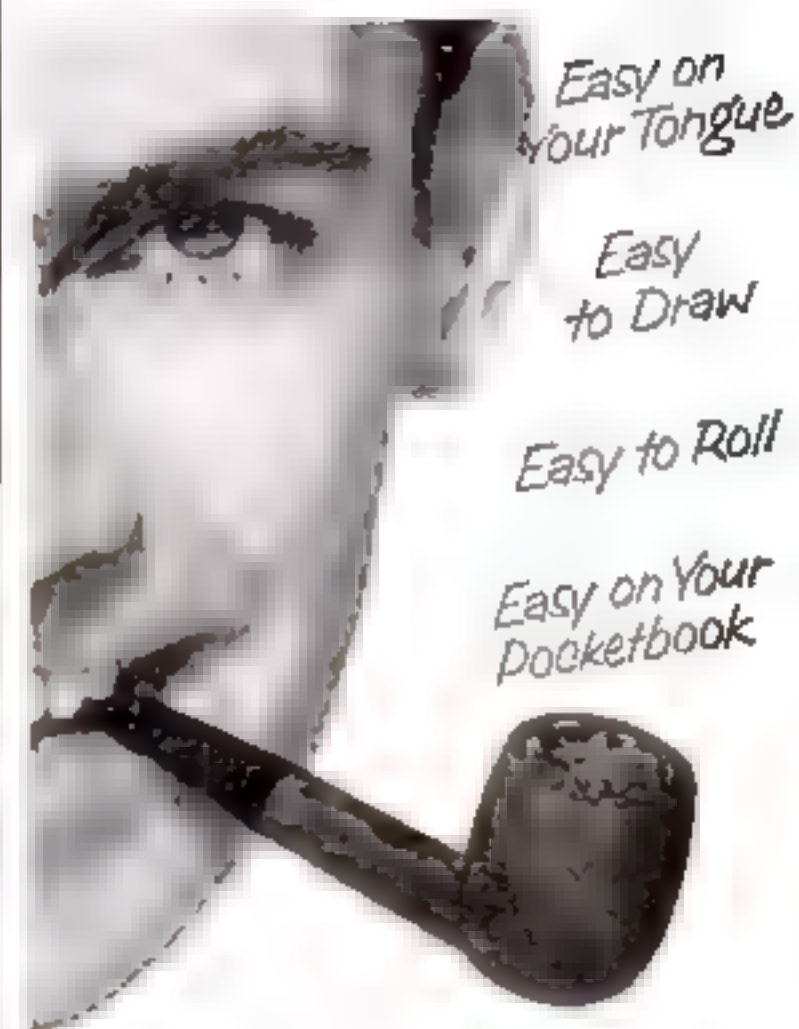
The Russian colonel, an ardent Communist, chooses to retreat to the peaceful days of the czars. Decked out in imperial finery, he sits stolidly in a garden swing and knits, while his ignored sweetheart occupies herself with a game of croquet. In the style of the Chekhov drama, there is mournful conversation about trees being chopped down to clear the land, and an off-stage gun keeps going off as melancholy Uncle Mischa tries to shoot himself. The Wicked Fairy (abore) totters on to urge the colonel to seduce his little croquet player, but the colonel succumbs to virtue and decides just to sit, knit and swing.



THE ZEALOUS AMERICAN

The American colonel, burning with idealism and missionary zeal, imagines himself as a bathing clergyman in a cheap nightclub trying to save the soul of a beautiful harlot. (He runs a farm for fallen women called Girls' Town.) She gives him a cold shoulder until he defends her in a fist fight with a gangster, and then agrees to become his sweetheart. But the affair peters out as the Good Fairy appears, this time as a woman psychiatrist who informs the girl that the clergyman is in love with her only because she represents "the mother image." The play ends with nobody defiling the Sleeping Beauty.

CONTINUED ON PAGE 101



Easy on your Tongue

Easy to Draw

Easy to Roll

Easy on Your Pocketbook

Prince Albert

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SMOKING TOBACCO



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Mr. Chas. F. H. Johnson, Jr.—distinguished chairman of the board, Botany Mills, Inc.—started as a wool-sorter's helper. Later, while a salesman, he recommended converting some bulk cloth into consumer items bearing the mill label. Today "Botany" ties, "500" suits, and other wearing apparel make up 60% of Botany's business. Away from work Mr. Johnson is a radio "ham" and horse breeder. He's shown, above, on his N. J. farm with his prize yearling, "Skipper".



It is for men like Mr. Johnson who seek a finer whiskey that Lord Calvert is *Custom Distilled* and blended . . . to achieve an outstanding combination of rare taste and distinctive, satin smooth lightness. So jealously is Lord Calvert's *Custom Distilled* quality guarded that each bottle is numbered and recorded at the distillery. Tonight, discover how *Custom Distilled* Lord Calvert, the "whiskey of distinction," can make *your* next drink a far, far better drink.

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AS THE STAR of his own play, Ustinov plays the Wicked Fairy in London's production of *Four Colonels*. Here he appears as the fop in the boudoir scene.

UNQUENCHABLE USTINOV

Until now Peter Ustinov, who wrote *The Love of Four Colonels*, has been known in the U.S. only for his performance as Nero in *Quo Vadis*. But for 10 years in England Ustinov has remained, disturbingly, a kind of perennial prodigy. When he was 21, Ustinov's first play, *House of Regrets*, was compared to the dramas of Chekhov. Since then he has come up with six more plays and two books; he has directed or played in half a dozen films, acted in two plays by other authors and even made a phonograph record in which he alone imitates a male quartette and full orchestra. The only conspicuous failure in his life has been his inability to play the flute because of an unusually protrudent upper lip.

Physically Ustinov protrudes in almost all directions. He is witty, hard working, gifted, but he is anything but prepossessing. Born in England of a Russian journalist father and a French painter mother, Ustinov had no patience with schooling, at 18 was acting in London revues and for five years was miscast as a private in the Royal Sussex Regiment, managing to write three plays and a movie while in service. A superb and relentless storyteller, Ustinov can, and does, collar anyone anywhere and make him laugh. Professionally this may be his greatest handicap. For all his lively imagination, which is one of the freshest things in the theater today, Ustinov is a worry to his friends, who are afraid that he may be no more than a brilliant vaudevillian—a man too smart for his own good.



IN HIS HOME, a cottage where the great actress Ellen Terry once lived, Ustinov is visited by his parents. Married and divorced, he has a daughter, 7.

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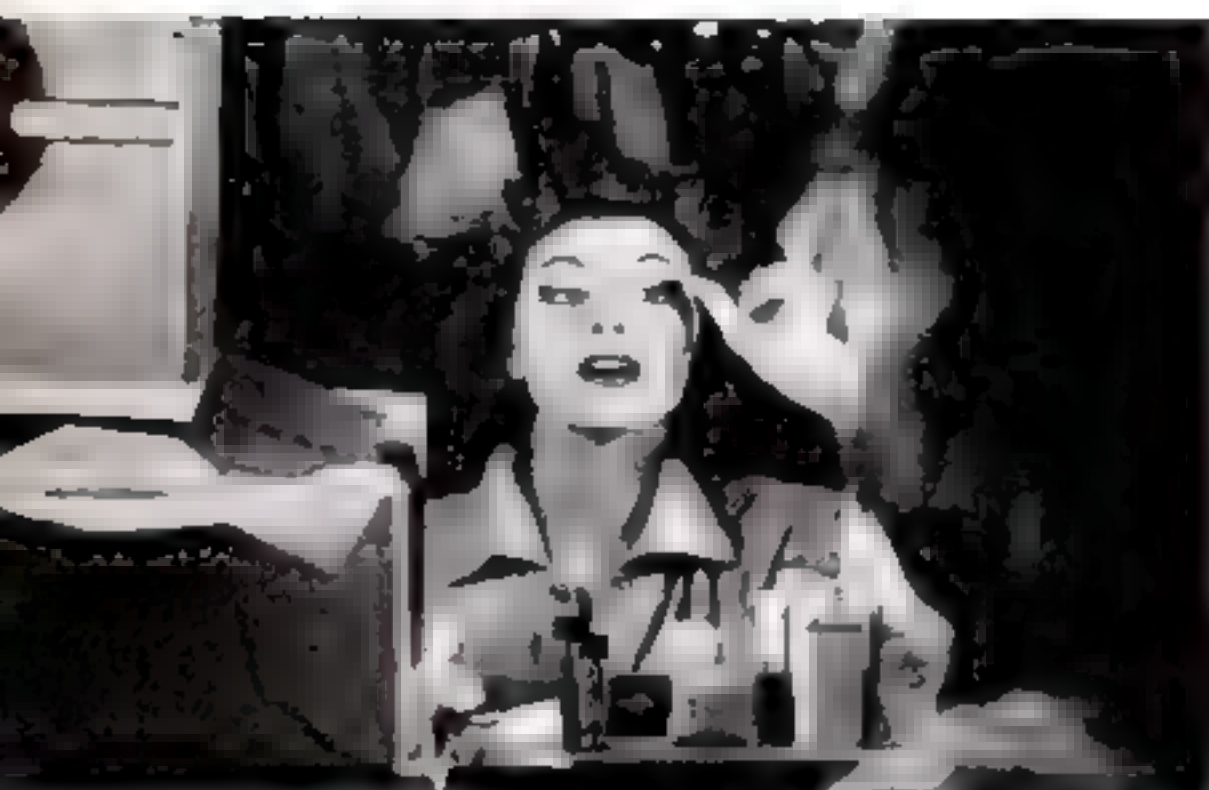


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FALSE EYELASHES come off in theater dressing room. Tina left on the rest of her stage make-up.

Chorine-Deb Comes Out at a Cotillion

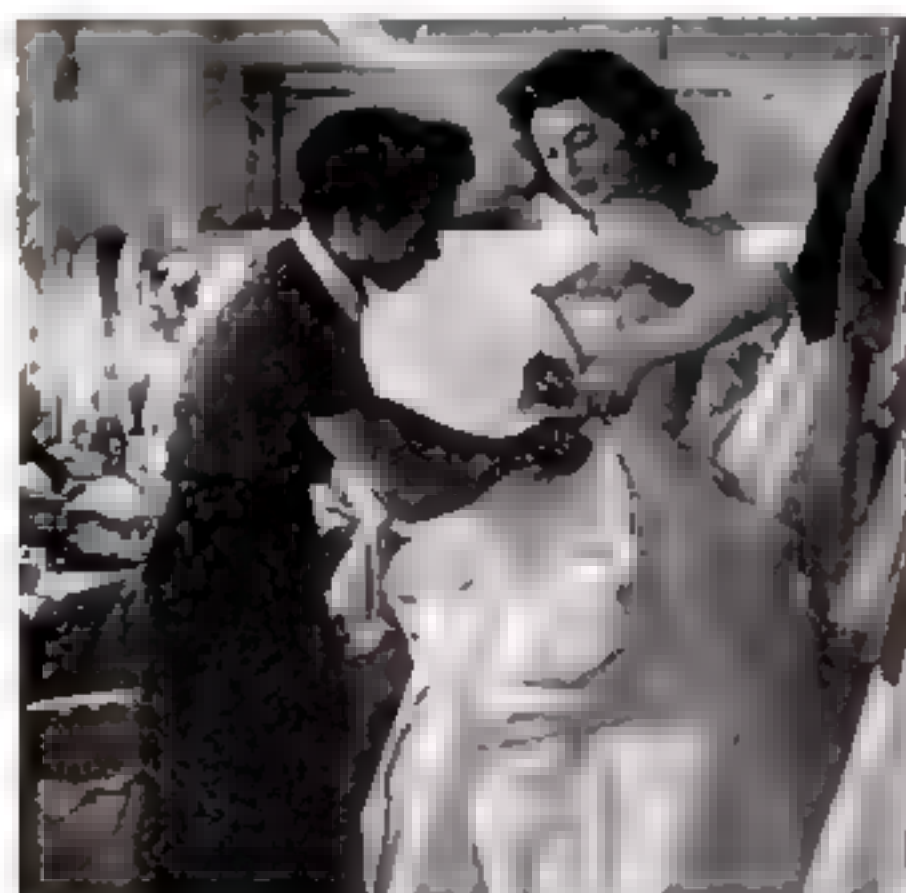
SHE MIXES BACKSTAGE AND GRAND BALLROOM

Tina Myers started out the evening as one of the 15 chorus girls in the Bette Davis Broadway show, *Two's Company*. She got through her sketch in which she speaks two lines and then, being excused from the last two numbers, ran to her dressing room to don a white, wide-skirted gown and go off to a cotillion. For Tina, 18, and the daughter of a wealthy New York manufacturer, was about to make her debut in society one week after her debut in the professional theater.

There were 111 debutantes coming out with Tina at the Waldorf Astoria. They were all greeted with polite applause as they curtsied. But when Tina appeared she was met by a storm of gasps and wolf whistles. She danced out the night in conventionally romantic style, then, next night, in a gaudy South Sea skirt, was back for a hula number on the chorus line.



TINA GETS OUT OF STAGE COSTUME OF SATIN PANTS AND SWEATER TO MAKE QUICK CHANGE INTO



TINA'S BALL DRESS gets zipped up by her personal dresser, a luxury provided her by her family.



CARD in flowers from family friends gets read to chums: "This is your night. Make the most of it."





WHITE TULLE AND SATIN GOWN FOR COTILLION



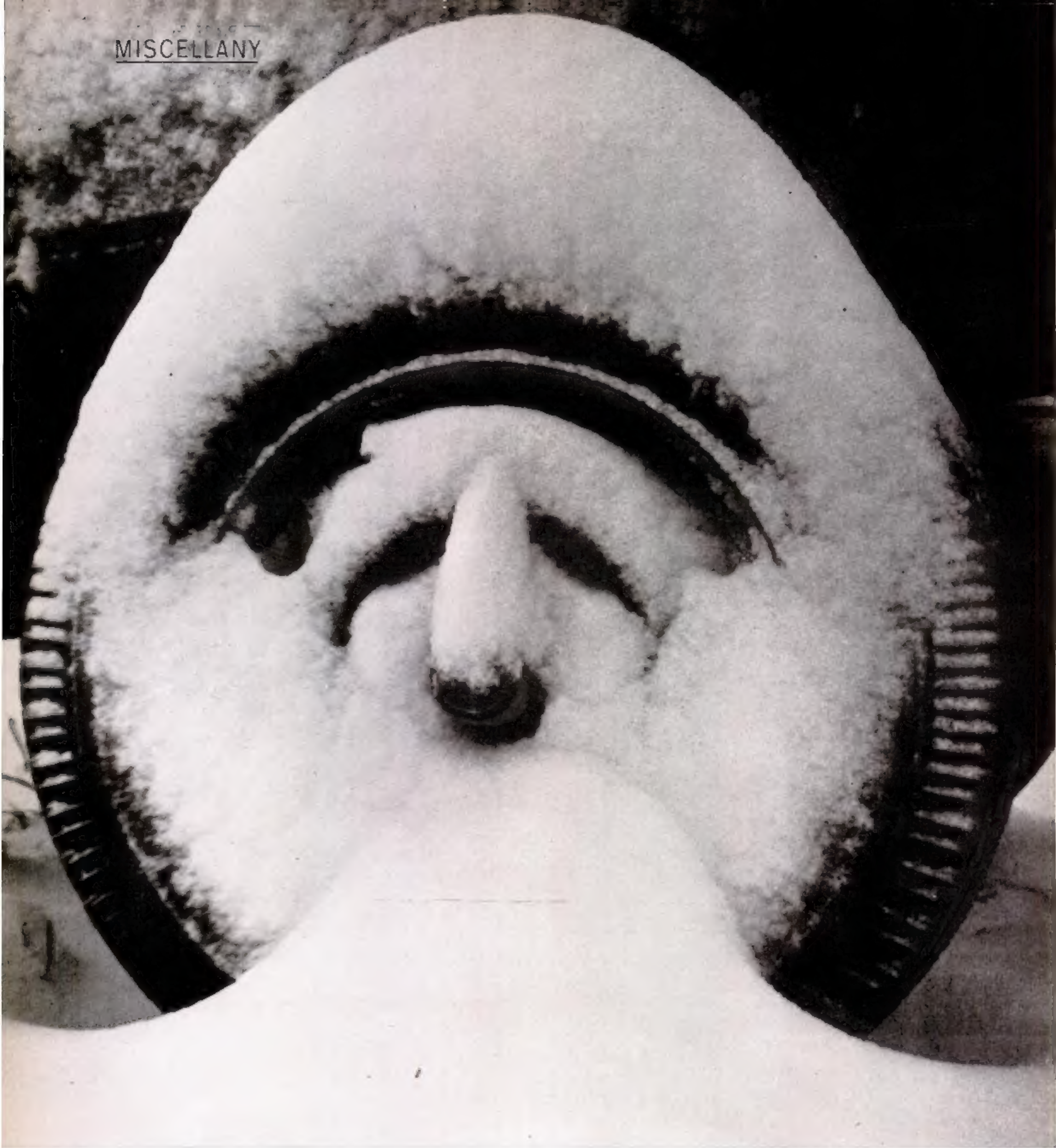
TINA ENTERS with a curtsy when her name is announced, as her official escort bows. He is Don

Sutherland, of Princeton. Her other escorts were another Princeton man, an Argentine, a press agent.



TINA STEALS THE SHOW from her sister debutantes with her professional poise. Later on she

danced for almost five solid hours with at least 50 young men who kept continually cutting in on her.



WINTER MAKES A SELF-PORTRAIT

John Winter, a piano teacher at Kentucky's Murray State College, was in his back yard after an eight-inch snow when he noticed that a wheel of his trailer had been decorated with a strange pattern. To Amateur Photographer Winter the snow-coated wheel looked like the face of an old man complete with upswept

snowy mustache and downswept snowy beard. He took a picture of it, and, sure enough, his friends took one look and said, "Why that's Old Man Winter." This makes Mr. Winter very proud, but he is getting tired of his friends looking at him archly and adding, "Of course, you know which Old Man Winter I mean."



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a pleasure
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KENTUCKY STRAIGHT *Bourbon*

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